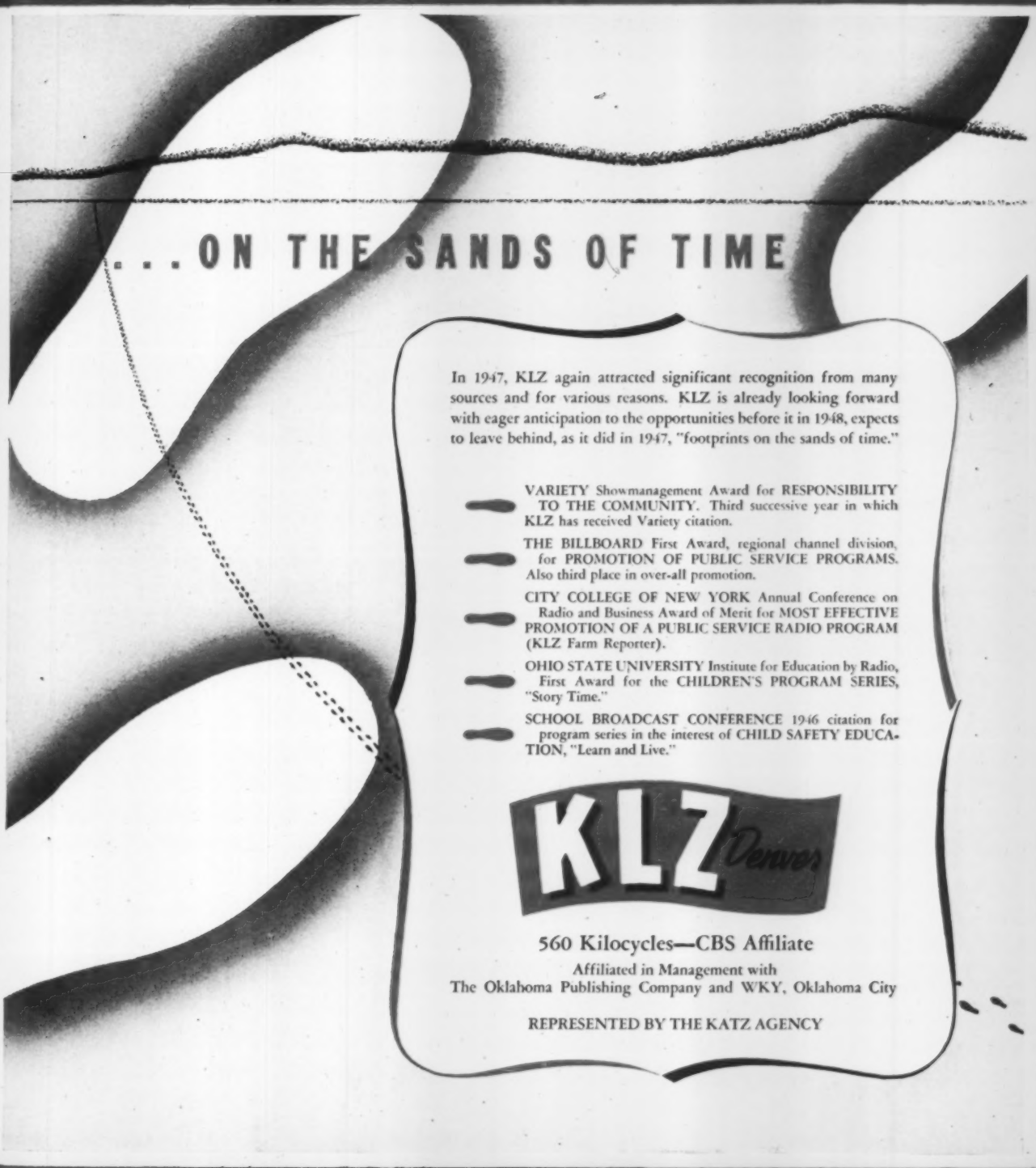
DECEMBER 15, 1947 PRICE 20 CENTS

# BROADCASTING

The Weekly Newsmagazine of Radio

# TELECASTING


In 1947, KLZ again attracted significant recognition from many sources and for various reasons. KLZ is already looking forward with eager anticipation to the opportunities before it in 1948, expects to leave behind, as it did in 1947, "footprints on the sands of time."

- VARIETY Showmanagement Award for RESPONSIBILITY TO THE COMMUNITY. Third successive year in which KLZ has received Variety citation.
- THE BILLBOARD First Award, regional channel division, for PROMOTION OF PUBLIC SERVICE PROGRAMS. Also third place in over-all promotion.
- CITY COLLEGE OF NEW YORK Annual Conference on Radio and Business Award of Merit for MOST EFFECTIVE PROMOTION OF A PUBLIC SERVICE RADIO PROGRAM (KLZ Farm Reporter).
- OHIO STATE UNIVERSITY Institute for Education by Radio, First Award for the CHILDREN'S PROGRAM SERIES, "Story Time."
- SCHOOL BROADCAST CONFERENCE 1946 citation for program series in the interest of CHILD SAFETY EDUCATION, "Learn and Live."

KLZ Denver

560 Kilocycles—CBS Affiliate

Affiliated in Management with
The Oklahoma Publishing Company and WKY, Oklahoma City

REPRESENTED BY THE KATZ AGENCY

# THIS IS THE *Floyd Salsbury* FAMILY OF NEW LISBON, WISCONSIN

Mr. and Mrs. Floyd Salsbury, 3-year old Karen and her dolly, Luanne.

Four years ago, Mr. and Mrs. Floyd Salsbury bought their 70-acre farm near New Lisbon, Wisconsin, after renting a smaller place for a couple of years. This year they had 150 chickens, 21 head of cattle—planted a dozen acres to corn, the same to oats, used the rest for hay and pasture.

Both Floyd and his wife grew up on a farm. Her folks, Mr. and Mrs. S. J. Johnson, sold their place a couple of years ago, retired to live with the Salsburys and their now 3-year-old daughter Karen.

Radio has long been important to this family . . . especially WLS. They say their radio is rusted to 890 . . . WLS . . . that it's never moved. They hear Dinnerbell daily; never miss the 6 P.M. news; nor Dr. John Holland's Little Brown Church broadcasts. Last summer, hearing that Dr. Holland was to speak that night at Richland Center, the whole family piled in the car, drove off to meet this radio friend in person. They listen to the WLS National Barn Dance every Saturday night—may come to Chicago this winter to see it on their vacation.

It is on such friendly families as the Salsburys that WLS microphones have been focused for 24 years. To them and others like them on farms and in towns throughout Midwest America, WLS has dedicated its efforts . . . its programs of service and entertainment. This singleness of purpose—to serve the *family*—has created for WLS a host of loyal listeners. And upon loyal listeners depend advertising results.

**890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.**

WLS
CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

# In New England—the *Local Approach* Gets the Warmest Reception

Listening to the local station is an old New England custom—as much a part of the community life as the annual town meeting or the high school graduation.

Here's an important fact to remember about radio reception in New England: the Yankee Network's 23 home-town stations bring your message into 89.4% of the radio homes of New England — a sales impact with the kick of a mule.

The Yankee Network is "sell-ective". You can buy the complete network of 23 stations from Bangor to Bridgeport or you can buy any group of individual stations.

The home town station is an essential with New England people and a *must* with the advertiser trying to reach them.

*Acceptance is* THE YANKEE NETWORK'S *Foundation*

## THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVENUE, BOSTON 15, MASS. Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

# BROADCASTING... at deadline

## Closed Circuit

ARTHUR C. NIELSEN Co., Chicago, which last week launched renewed attack against telephone coincidental radio surveys with first public release of "Top 20" Nielsen rated programs, will by winter's end offer similar ratings for FM and television. Only brake is size of FM and TV audience which makes such research impractical at present. Device will differ from Nielsen Audimeters but utilize electronic remote control.

DESPITE reports to contrary, neither Senator Capehart nor Senator Janner, Indiana Republicans, will actively oppose confirmation of fellow-Indianian Wayne Coy for FCC chairmanship if nominated by President Truman, which is confidently expected. Nomination, anticipated on Jan. 6 when Congress convenes, thus would be tantamount to confirmation.

BECAUSE OF ITS successful use of radio in by-election campaigns, Republican National Committee, through its radio director, Ed Ingle, is urging candidates at all levels to buy all radio time they can afford once their campaigns get under way next year.

SECRET SURVEY of some 9,000 television set owners throughout metropolitan areas, currently being conducted by LaSalle Extension U., is in reality financed by Zenith Radio Corp., advocate of paid television service. Questionnaire asks if owners are satisfied with TV programs and if they would pay "for you and your family to see, on your own TV receiver in your own home, first-run movies, newsreels, broadway plays, and championship sporting events which are not available on free television." First returns indicate TV audience enjoys present programs but would pay for better programs.

RADIO's thespian and scripting talent may give command performance at radio correspondents dinner for President Truman at Washington's Statler Feb. 7. Understood Chief Executive, target of droll jibes at Gridiron Club dinners, has hunch that correspondents could put on peerless performance of similar type. Radio newsmen may offer both name acts and special production.

ASSOCIATED PROGRAM SERVICE, New York, transcription library service, planning expansion on West Coast and elsewhere to handle "quadrupled" business volume. Name-band leader reported top candidate for Coast managership.

NEW service to small stations to be started soon by NAB. Service will consist of list of low-priced transcribed programs, with descriptive details. List will be kept current by NAB Program Dept.

CHARLES R. DENNY, NBC vice president and general counsel, will head RCA-NBC ob-

*(Continued on page 110)*

## *Upcoming*

Dec. 29-30: AMA mid-winter meeting, De Paul U. and Sheraton Hotel, Chicago.

Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, New York.

(Other Upcomings on page 101)

## Bulletins

JUDGE WALTER LaBUY of U. S. District Court, Chicago, set Dec. 29 as new date for hearing Government's case against James C. Petrillo, AFM president, for violation of Lea Act. Case originally scheduled Dec. 9 in Chicago but other litigation with jurist presiding forced postponement of Petrillo trial. Action may bring delay in proposed New York meeting "after holidays" of Petrillo and networks (early story page 15).

HENRY TURNBULL, president of Booth, Vickery & Schwinn, New York, will join Dancer, Fitzgerald & Sample, New York, as account executive on Standard Brands. Other personnel changes expected at Booth, Vickery & Schwinn whose Monticello Drug Co., Jacksonville, Fla. (666) account moved to Charles W. Hoyt agency, New York.

### McNAUGHTON TO JOIN NAB ENGINEERING DEPT. JAN. 1

K. NEAL McNAUGHTON, chief of FCC Standard Allocation Section, has resigned from FCC, it was learned Friday. He will join NAB Engineering Dept. Jan. 1.

Mr. McNaughton is regarded as an outstanding authority on international allocations. At NAB he will be assistant to Royal V. Howard, Director of Engineering.

NAB's acquisition of Mr. McNaughton is in line with association's intense activity in international frequency affairs. At November meeting, greatly increased funds for participation in world conferences were authorized by NAB board. Association endeavoring to protect spectrum from raids by other nations and to take active part in all international meetings.

Mr. McNaughton was prominently identified with telecommunications conferences at Atlantic City last summer. He recently returned from Havana where he represented United States in engineering conference preparatory to NARBA meeting in Canada next summer [BROADCASTING, Dec. 1, 8].

Last April he went on "flying tour" of hemisphere nations with Commissioner Rosel Hyde preparatory to Havana engineering meeting. He served as secretary of NARBA plenary conference held in Washington in early part of 1946.

High FCC officials expressed regret over his departure from Commission, though they had known for some time he had received attractive offer. They said he would be "hard to replace."

## Business Briefly

BALLANTINE TV ● P. Ballantine & Sons, Newark, to sign contract to sponsor telecasts of New York Yankee home games on WABD New York within week, according to J. Walter Thompson Co., which reported earlier difficulties solved [BROADCASTING, Dec. 1].

BIG FIGHT AUDIENCE ● Gillette's Louis-Walcott fight broadcast Dec. 5 had Hooperating of 41.5 for full hour, according to ABC, with 50.6 sets-in-use, 77.2 share-of-audience first half-hour; 52.8 sets-in-use, 83.0 share-of-audience second half-hour.

CBS SHIFTS TWO ● *Abe Burrows Show* on CBS moves back quarter-hour to 7:30-7:45 p.m. Saturdays when Lambert Pharmacal Co. begins sponsorship Jan. 3. Hoagy Carmichael program moves into 7:45-8 p.m. slot.

WINE RENEWAL ● Wine Growers Guild renews *Murder and Mr. Malone* over ABC 38 weeks, effective Jan. 10, Sat. 9:30-10 p.m. Agency, Honig-Cooper, San Francisco.

IVES GOES LIVE ● Philco Corp.'s *Burl Ives Show* (MBS Fri. 8-8:15 p. m.) goes live Jan. 16.

### REPRESENTATIVE GROUP PLANS SPOT ENCYCLOPEDIA

PREPARATION of Encyclopedia of Spot Broadcasting approved at first quarterly meeting of National Assn. of Radio Station Representatives in New York.

Project described as "source book" providing much-needed information for development and increased sale of spot broadcasting to national advertisers. Meeting attended by representatives of every leading station representative firm, according to Joseph Weed, NARSR secretary. Delegation from Chicago was present.

### GRANT NAMES PECORINI

RUDOLPH PECORINI, with Grant Adv., New York, four years, appointed director of media and research for New York office. He will handle both domestic and foreign media.

### BANK IS FIRST

WITHIN HOURS after announcement in New York by ABC last Friday that Boston Symphony (Tuesdays, 9:30-10:30 p.m.) would be made available for local sponsorship effective Jan. 13, WCOP Boston had program sold (see story page 110). Sponsor will be Old Colony Trust Co., through Boston office of BBDO. Old Colony, not now using radio, is affiliated with First National Bank of Boston, which sponsors Boston Pop concerts on Sunday over WBZ.

T·H·S

SALES OFFICES: New York · Chicago · Dallas · Los Angeles · San Francisco · Atlanta · Portland

# one solution

## FOR TWO PROGRAM PROBLEMS

- gaining a radio audience
- selling a product

No need to spend extra time and money building a radio audience. You get one already well established when you sponsor Fulton Lewis, jr.

It's one of the most loyal audiences in radio. And it's a "cream" audience—with ample money to spend for your product. Hundreds of sponsors (on more than 288 stations) get year-in, year-out *results* with this outstanding co-op program. Write or wire now for availabilities in localities where a sustaining feature is

**Fulton Lewis, jr.**

CO-OP

COOPERATIVE PROGRAM DEPARTMENT
**MUTUAL BROADCASTING COMPANY**
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.



**BROADCASTING**
**TELECASTING**

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*IN THIS ISSUE . . .*


'C.O.D. Network' For '48 Promised TBA ... 13
Subcommittee Okays S-1333 Redraft ... 13
Radio to Fight Kentucky Back Taxes Suit ... 14
Labor Committee Approves AFM Curb ... 15
Joint Music Drive Gains Momentum ... 15
Radio Sells Ideas for Barker Bros. ... 18
Department Store Trend to Radio Seen ... 18
FMA Requests Coaxial Cable Hearing ... 19
New York RDG Local Threatens Strike ... 19
WJBW Denial, New Grant Proposed ... 20
Durr Case Dormant, Pending Study ... 20
Is It Funny? Walker Will Tell You ... 41
Mundt Bill Returned to Committee ... 42
Paper Would Get Midland Grant ... 48
'News' Answers Briefs in New York Case ... 105
Program to Broaden Disc Standards Begun 109

**DEPARTMENTS**

| | | | |
|---|---|---|---|
| Agencies | 62 | Our Respects to | 58 |
| Allied Arts | 66 | Production | 68 |
| Commercial | 64 | Programs | 82 |
| Editorial | 58 | Promotion | 86 |
| FCC Actions | 74 | Sid Hix | 14 |
| Management | 55 | Sponsors | 70 |
| Network Accounts | 70 | Technical | 72 |
| News | 60 | Turntable | 72 |
| Open Mike | 47 | Upcoming | 101 |



**At Washington Headquarters**

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*Editor and Publisher*

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Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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**MAURY LONG,** *Business Manager*

George L. Dant, *Adv. Production Manager;* Tom Stack, Harry Stevens, Eleanor Schadi.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

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**BERNARD PLATT,** *Director*

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**WINFIELD R. LEVI,** *Manager*

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Anita Lamm.
**Bruce Robertson,** *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

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Fred W. Sample, *Manager;* John Osbon.

**HOLLYWOOD BUREAU**

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David Glickman, *Manager;* Ralph G. Tuchman, Ann August.

**TORONTO BUREAU**

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

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• Reg. U. S. Pat. Office



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SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

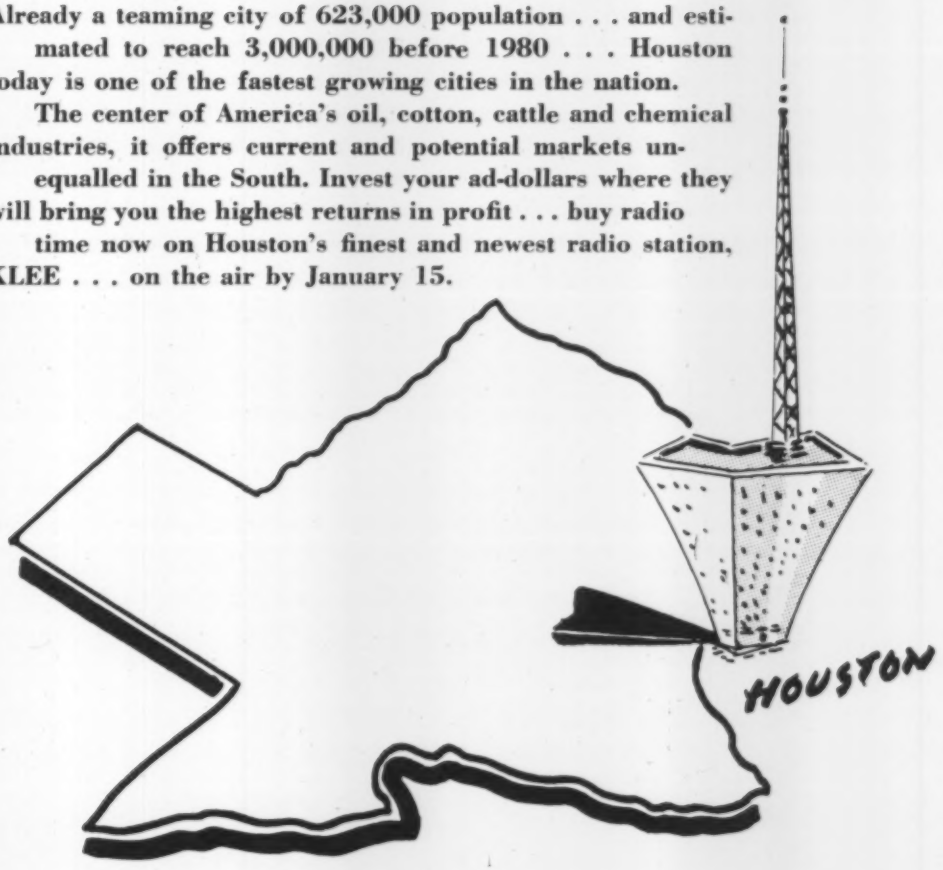
# KLEE

ON THE AIR
BY JANUARY 15

## In the Heart of Houston, The South's Most Progressive City.

**Already a teaming city of 623,000 population . . . and estimated to reach 3,000,000 before 1980 . . . Houston today is one of the fastest growing cities in the nation.**

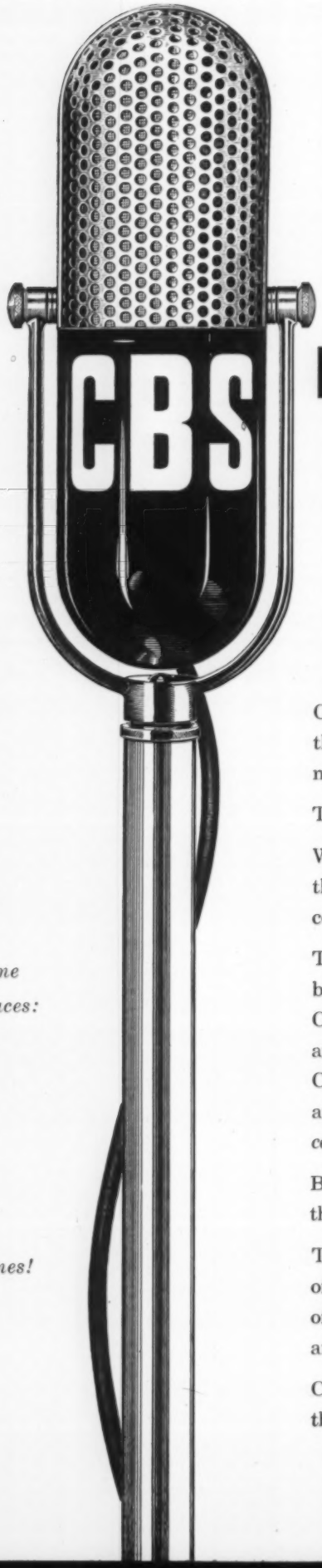
**The center of America's oil, cotton, cattle and chemical industries, it offers current and potential markets unequalled in the South. Invest your ad-dollars where they will bring you the highest returns in profit . . . buy radio time now on Houston's finest and newest radio station, KLEE . . . on the air by January 15.**




A W. ALBERT LEE ENTERPRISE
*Houston's Newest and finest*
5000 Watts • 610 K. C.
MILBY HOTEL — In the heart of Houston

KLEE

*First on the Dial*




# How 99,000,000

**THEY COME TO CBS**

*for the latest news*
*and laughter,*
*music and drama,*
*ideas and goods.*

*They come for purchases*
*and pleasures,*
*as people have always come*
*to their great market-places:*
*99,000,000 men,*
*women and children*
*(over ten years of age),*
*each week, in every*
*corner of the nation.*

*They come...*
*without leaving their homes!*

CBS reaches out to people wherever they are, through its carefully balanced coast-to-coast network: the most efficient in all Radio.

The most efficient?

Wholly impartial, independent evidence shows that CBS gathers listeners for its sponsors at *less* cost than *any* other network.

This is true not only for the *average* program, but among the *top* programs in all Radio, as well. Current audience figures show, for example, that among the top network programs in Radio today, CBS leads with 5 out of the first 5 in the daytime, and 4 out of the first 5 in the evening *in lowest cost per thousand families actually reached!*

But just how can one network be more efficient than the others?

The answer begins with the fundamental facilities of Radio networks; with the *number* and *type* of the individual stations of each network—and here are some very simple facts about them:

Consider the network—*not* CBS—which has the largest number of Radio stations in

# 00people gather every week...

*without leaving their homes!*

the United States today (some 400-odd).
But this network also has the smallest average *audience* in network Radio today.

Is it a matter of programs, merely?

What of the fact that this "largest" network has far more *low*-powered stations (250 watts or less) than any other network; and more significantly, also has the heaviest *proportion* of low-powered stations among all networks.

CBS has only 161 stations in the U. S.
But they are a *powerful* combination of stations linked into a superbly "*balanced*" network.

Indeed, CBS has a higher ratio of *high*-powered stations (5,000 watts or more) and a lower ratio of *low*-powered stations *than any other network*; CBS has power where power counts most!

We begin to see why the superbly "balanced" CBS network—with 62% fewer *stations*—can deliver 44% more *audience*, by actual count, than the numerically "largest" network.

The pattern is consistent for the next "largest" network in Radio. This one has over 200 stations.

But *its* proportion of *low*-powered stations is also very high (second only to the "largest" network). So CBS—with 29% *fewer* stations—delivers 25% *more* audience than it does.

The evidence is readily available—and conclusive—on CBS leadership over the fourth remaining network. CBS has more *high*-powered stations and fewer *low*-powered stations than this network. And the independent figures show that CBS sponsors get their audience *at lower costs* than the sponsors on *this* network, too.

The power and balance of CBS stations combine with the range and power of CBS programs to make CBS what it is today:
a rich and vivid center in the life of America,
a fabulous "market-place" gathering 99,000,000 people together each week . . .
*more efficiently than any other network.*

*The detailed, factual data which support all the statistical summaries in this message are available on your request.*

**COLUMBIA BROADCASTING SYSTEM**

*—where 99,000,000 people gather every week*

Covering a Sales-Rich Market

WORK

York, Pa.

(Established 1932)

A STEINMAN STATION

NBC Affiliate

Represented by

RADIO ADVERTISING COMPANY

New York • Los Angeles • Chicago
San Francisco

# Feature of the Week

THE KIDS in Selma, Ala., know there's a Santa Claus—and only *one* real, on-the-level Santa Claus. He arrived by Piper Cub from the North Pole, and landed at the foot of Broad St. in downtown Selma. No imposters or pretenders to Santa's throne are to be found any place in town, because the local merchants got together and agreed that only the real Santa would be seen in Selma this Christmas.

Because he is the real Santa, he could stay only one day, but the kind managers of WGWC Selma have arranged to have him broadcast from the North Pole every day, reading the letters the Selma children write him.

It was a big day in Selma when he arrived—Mayor Lucien Burns, who has lived there all his life, says he has never seen such a big crowd downtown. The National Guard Unit, the High School Band and the local Horsemen's Association took part in a parade up Broad St. to the Albert Hotel, where Mayor Burns and his councilmen were on hand to greet the cheerful old gent.

A tractor towed Santa's plane up Broad St., and WGWC's announcers broadcast the parade to the few Selma citizens who were

*THIS IS A SMALL section of the population of Selma, Ala., which turned out in extraordinary numbers to watch the arrival by air of Santa Claus.*

* * *

at home near their radios. When Santa reached the hotel, the Byrd School Elementary Choir, dressed in vestments and perched on the hotel balcony, sang Christmas carols to serenade him.

After the parade and the reception, St. Nick took off from the broad highway at the foot of Broad St. to hurry back to the North Pole to finish making Christmas toys for the boys and girls of Selma. Latest reports from the North Pole show that Santa has

(*Continued on page 101*)

# Sellers of Sales

CLARENCE R. PALMER, media director of Benjamin Eshleman Co., Philadelphia, and a veteran of 43 years in the advertising business, admits he waited overlong before making his first time purchase. He was in advertising 37 years and had bought millions of dollars' worth of magazine, newspaper, outdoor and other types of display before he closed his first radio contract.

"But I found the principles applicable to radio purchases fundamentally the same as those that guide intelligent space purchases," he said.

He is enthusiastic about radio as still a "new weapon" for the manufacturer to use in capturing markets and he believes radio has done much to wake up newspaper field particularly in group sales of advertising space. Yet he feels that until radio devises more certain measurements of listenership, hard-headed advertising men must guard against inflation of station claims.

MR. PALMER

Mr. Palmer, white-haired and neat, was born in Philadelphia and entered advertising in the business department of N. W. Ayer and Co. in 1905. Before that, among other jobs, he had been a printer's devil.

Since the Ayer business department, of which he became assistant to the manager, was the hub of all the agency's activities, he got a chance to learn advertising from the inside. Later with Harry Springmann and Harris D. Bootman, he was one of the so-called "Three Horsemen" of Ayer's plans and merchandising department. Still later he was in charge of magazine selection.

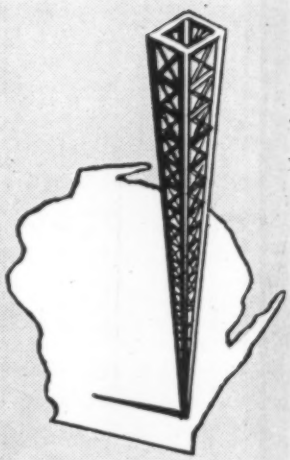
In 1942 Mr. Palmer joined Ivey & Ellington as assistant and later media director. For Ivey & Ellington he bought his first radio time, a Bayuk Cigar program. He also bought time across the country for *Young People's Church of the Air* and for Bond Bread.

When Ivey & Ellington moved to New York, Mr. Palmer preferred

(*Continued on page 101*)

*Dominant*

SELLING POWER



in the Nation's 12th Market

CBS Network
5000 Watts
Day and Night

G. W. Grignon, Gen. Mgr.

WISN

MILWAUKEE

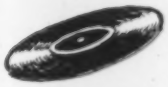
The Katz Agency, Inc.

Natl. Representatives

# The "C" in WLAC means "cash for customers"

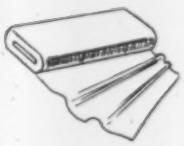
"It should be of great interest to you to know that WLAC has topped all other stations on response to Naughton Farms' rose bush offer. 2,010 $1.00 orders in 6 days sets a record!"

*HEDRICK ADVERTISING AGENCY*



"My experiment in selling recordings by mail over WLAC really is paying off. Orders are now running between 12,000 and 13,000 per month."

*RANDY'S RECORD SHOP*



"A station that can cause a man to catch an airplane and ride several hundred miles in response to a broadcast-advertisement must be good. After hearing our program, Mr. John C. Saipe flew to Nashville from Flint, Michigan, to purchase $2,000 worth of materials for his firm."

*RAY L. BURNSIDE, WAA*

"Please cancel our 'gas installation' schedule as quickly as possible. Your promise to get the job done for us worked only too well. We naturally presume it was your announcements that put us hundreds of orders behind. Also, we are behind on filling appliance orders, but keep this service going. We are happy to tell you that October was our biggest month in history!"

*NASHVILLE GAS & HEATING CO.*

The foregoing testimonials are indicative of the better-than-ever results our customers are now getting on WLAC. We are not a "mail order" station, but—after 21 years in the business of broadcasting—we still can't help wanting to crow a bit about the responsiveness of our great audience of loyal listeners.

**WLAC**
**NASHVILLE**

50,000 WATTS • CBS •

• *Represented by the Paul H. Raymer Company*

# how would you like A TOP SPOT in DENVER?

In Denver (or in any other of the important markets listed at the right) you don't have to spend a fortune for "name" talent, to get a top radio audience. In Denver, for instance, KVOD has several local programs which any good advertiser can afford, and which do a job of "network" quality — *or better!*

Shorty Thompson and His Saddle-Rockin' Rhythm Boys are an example. This excellent, live-talent local aggregation puts on one of the best-loved shows in Denver — really *rocks* 'em, even in the terms of the million-dollar stars.

National-spot is *Bull's-Eye Radio.* If you're interested in highest results and lowest costs, we'd like an opportunity to build a list of top-notch availabilities for you — in the *markets* you want, at the *time* you want, and *already producing* the kind of audience you want!

| EXCLUSIVE REPRESENTATIVES: | |
|---|---|
| ALBUQUERQUE | KOB |
| BEAUMONT | KFDM |
| BOISE | KDSH |
| BUFFALO | WGR |
| CHARLESTON, S. C. | WCSC |
| COLUMBIA, S. C. | WIS |
| CORPUS CHRISTI | KRIS |
| DAVENPORT | WOC |
| DES MOINES | WHO |
| DENVER | KVOD |
| DULUTH-SUPERIOR | WDSM |
| FARGO | WDAY |
| FT. WORTH-DALLAS | WBAP |
| HONOLULU-HILO | KGMB-KHBC |
| HOUSTON | KXYZ |
| INDIANAPOLIS | WISH |
| KANSAS CITY | KFRM-KMBC |
| LOUISVILLE | WAVE |
| MILWAUKEE | WMAW |
| MINNEAPOLIS-ST. PAUL | WTCN |
| NEW YORK | WMCA |
| NORFOLK | WGH |
| OMAHA | KFAB |
| PEORIA-TUSCOLA | WMBD-WDZ |
| PORTLAND, ORE. | KEX |
| RALEIGH | WPTF |
| ROANOKE | WDBJ |
| SAN DIEGO | KSDJ |
| ST. LOUIS | KSD |
| SEATTLE | KIRO |
| SYRACUSE | WFBL |
| TERRE HAUTE | WTHI |
| TELEVISION: | |
| ST. LOUIS | KSD-TV |

## FREE & PETERS, INC.

***Pioneer Radio and Television Station Representatives***

***Since May, 1932***

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# BROADCASTING
## TELECASTING

VOL. 33, No. 23 WASHINGTON, D. C., DECEMBER 15, 1947 $7.00 A YEAR—20c A COPY


# 'C.O.D. Network' for '48 Promised TBA

## New York Sessions Reelect Poppele For 4th Term

By Bruce Robertson

TELEVISION'S first "C.O.D. Network," which early next year will begin offering program service to stations in the Chicago area at a charge of $40 an hour for both facilities and programs, was announced by William C. Eddy, director of WBKB Chicago, at the Television Clinic of the Television Broadcasters Assn., held last Wednesday at New York's Waldorf-Astoria.

Announcement was made during the TBA Awards Luncheon session, when Paul Raibourn, vice president of Paramount Pictures and chairman of the awards committee, nearly stole the spotlight from the award winners with a demonstration of movies filmed from the tube of a video receiving set and developed by a new process that prepared them for projection only 66 seconds later than the program's reception.

Completion of the coaxial cable installation between New York and Chicago in 1948, with two-way video program service to follow shortly thereafter, and extension of the New York-Washington coaxial cable to Richmond and Charlotte next year, were promised by M. E. Strieby, staff executive of AT&T's Long Lines Department, preceding a demonstration of the Bell System's radio relay system between New York and Boston (see story, page 100).

J. R. Poppele, vice president of Bamberger Broadcasting Service, operator of WOR and WBAM (FM) New York and holder of video CP's for New York and Washington, was elected president of TBA for the fourth consecutive term, to serve until the 1948 annual meeting. TBA, like NAB, is having difficulty in formulating a code, Mr. Poppele said in his annual report (see story, page 17).

**John F. Royal, NBC vice president, was elected vice president of TBA, succeeding J. Emerson Markham. Will Baltin was reelected secretary-treasurer and Mr. Raibourn was reelected assistant secretary-treasurer.**

**Allen B. DuMont, president, Allen B. DuMont Laboratories; Curtis W. Mason, chief engineer of KFI Los Angeles, and F. J. Bingley, vice president of Philco Corp., were reelected to the TBA board.**

The growing importance of television as an advertising medium was hailed by executives of two of the country's largest advertisers: Paul M. Hahn, executive vice president, American Tobacco Co., and Ben R. Donaldson, assistant advertising manager, Ford Motor Co., who both declared that their companies were in television to stay. Frederic R. Gamble, president, American Assn. of Advertising Agencies, spoke on the place of the agency in television, which he predicted would be much the same as in sound broadcasting, with the agency producing programs as well as commercials to assure the largest possible audiences for his client's sales messages.

American Tobacco Co., "a firm believer in advertising," had watched television closely for a long time before making its first major video venture by sponsoring

*(Continued on page 16)*

### HONORS CONFERRED AT TBA CLINIC LAST WEDNESDAY

**MR. DONALDSON** *". . . for extensive experimentation . . . commercial television . . ."*

**DR. BACK** *. . . award for the development of the Zoomar Lens*

**MR. EDDY** *". . . application microwave equipment to relay . . South Bend . . Chicago."*

**MR. HAHN** *". . . for skillful application of commercial technique . . . "*

# Subcommittee Okays S-1333 Redraft

## Sen. White Will Prepare Report Recommending Bill's Passage

ACTING WITH unusual speed and in utmost secrecy, the subcommittee of the Senate Interstate and Foreign Commerce Committee last Thursday approved a redraft of the controversial White Bill (S-1333) for full-scale revision of the law governing radio.

The subcommittee, with six of its seven members present, instructed Chairman White to draft a report for the full committee of 13 members recommending passage. There is the possibility that the full committee will be convened prior to adjournment of the special session, expected this week. If, however, the committee cannot be convened, the revised bill accompanied by the subcommittee's favorable report will be considered early in the next session, to get under way Jan. 6.

Salient provisions of the revised bill would:

1. **Create a nine-man FCC (in lieu of the present seven members), separated into three autonomous divisions of three men each with the chairman sitting on one of the divisions.**
2. **Increase salary for commissioners from $10,000 to $12,500 annually.**
3. **Continue to vest in the FCC authority to revfew program content and balance in considering license renewals but with limitations said to be designed to preclude issuance of additional "Blue Books."**
4. **Invoke a variation of the so-called two-year rule, which would preclude members of the FCC or other employes from entering practice before the FCC for a stipulated period, eliminating what committee members described as a "stepping stone" practice.**
5. **Eliminate the original section limiting station ownership by single entities (primarily networks) so as to leave that determination to the FCC.**
6. **Protect broadcasters against special jeopardy under the anti-trust laws.**
7. **Accept in general the proposal of Bill Henry, CBS commentator, president of the Radio Correspondents Assn., covering identification of news broadcasts eliminating provisions which newsmen and networks alike felt would be onerous.**
8. **Revise provisions relating to allocation of equal time for qualified candidates for political office or spokesmen in their behalf which would be designed to broaden the existing law but at the same time meet the main objections of witnesses.**

Senator White, who has announced he will not run next year, was largely responsible for the drafting of the original Radio Act in 1927, and the present act which

*(Continued on page 107)*

## Crites in New Post With General Mills

**Becomes Assistant to S. C. Gale; Continues as Media Director**

AS PART of sweeping changes in the ranks of General Mills executives which saw James F. Bell, 68-year-old founder of the huge flour and cereal firm, step down as chairman of the board, Lowry H. Crites has been promoted to administrative assistant to Samuel C. Gale, vice president and advertising director.

In his new capacity Mr. Crites will continue to act as media director and comptroller of General Mills' huge advertising department which annually leads the cereal field in the use of radio. Under new setup his department will include public service, home service, market analysis and advertising.

**Bullis Is President**

Mr. Bell's decision to retire as chairman of the board of General Mills, which he founded as president of Washburn-Crosby Milling Co., has moved Harry A. Bullis from president to chairman of the board for General Mills [BROADCASTING, Dec. 8].

Leslie N. Perrin, executive vice president, succeeds Mr. Bullis. Mr. Bell will, however, continue to be active in the affairs of the company, acting as chairman of the board of a newly formed finance and technological committee. He will also serve on the General Mills board of directors.

## Watch Firm Will Sponsor Christmas Video Program

HAMILTON WATCH Co., Lancaster, Pa., will sponsor a full-hour all-star video program on a five-station NBC East Coast hookup Christmas afternoon, and has made tentative plans for a similar New Year's Eve telecast to originate from Times Square, New York.

The Christmas Day program will come from St. Albans Naval Hospital, Long Island, and will be watched through television by patients in a dozen other veterans' hospitals located in the five cities.

Programs, placed by BBDO New York, will be broadcast by WNBT New York, WPTZ Philadelphia, WRGB Schenectady, WNBW Washington and WBAL-TV Baltimore. The Baltimore station, now completing construction, expects to be on the air in time to carry these holiday programs for Hamilton.

## Heads Clapp's Division

R. B. THOMAS, vice president of American Home Foods Inc., New York, has been appointed general manager of its Clapp's Baby Food Division. He will be located in the Rochester, N. Y., branch.

# *Columbia Records Uses 916 Outlets in Promotion Drive*

COLUMBIA Records Inc., New York, is conducting a two-million-dollar advertising campaign, using 916 radio stations, to promote its records, it was announced last week.

The firm feels that there is no better sampling medium for the consumer than hearing an actual record on the air, and that the best possible local promotion for dealers is regular, planned, consistent promotion through specific programs, week after week.

In addition to sponsorship of its regular Freddie Robbins disc jockey show on 538 stations from coast to coast, the firm has bought other disc jockey shows on 144 stations across the country.

Eight markets have been added for the *Masterworks of Music* program which the company sponsors on WQXR New York. Columbia Records also is feeding the show to 100 stations about the country by providing the script and the records.

The firm also is using hill-billy programs in 18 markets. The program called *Record Roundup* runs from 30 minutes to an hour on various stations in the south and southwestern major markets.

To promote its radio shows the company has prepared folders which give disc jockeys a picture of the objectives of the radio promotion from their own viewpoint and Columbia's. These folders also carry the results of surveys pertaining to air-advertising of records and suggestions of the techniques of disc-jockey record selling.

## Coast Grid Rights

RADIO COMMITTEE of Pacific Conference met at Sonoma, Calif. Dec. 8 and was authorized to negotiate a new contract covering broadcast rights to games of all members. Current contract which expires with Tide Water Associated Oil Co. June 30 faces possible non-renewal, in face of strong counter bid from CBS [BROADCASTING, Dec. 1]. Video was also discussed by conference officials with no action taken. However, radio committee was advised to explore possibilities of future televising of games.

### Credit to TV

A 33% INCREASE in store business was reported by the Big Ben Super Market, Jackson Heights, New York, scene of the first broadcast of the *Missus Goes a-Shopping* television show, according to the Duane Jones Co. Inc., which produces the program. The program debuted on CBS Nov. 19. Sponsored co-operatively by grocery and soap manufacturers, the telecasts are to originate from a different grocery market each week.

# Radio Will Fight Kentucky's Suit to Collect Back Taxes

NETWORKS and Kentucky broadcast stations last week turned over to their legal departments handling of the suits filed by the Commonwealth of Kentucky to recover $1,159,090 in back franchise, gross receipts and income taxes [BROADCASTING, Dec. 8].

The suits were filed by William H. Walden, special attorney, in Franklin Circuit Court, Kentucky, in an effort to obtain back taxes from 1942 through 1946 on the ground that broadcasting stations are public utilities. Networks are sued for all three types of taxes, stations for franchise and gross receipts levies only since they have already paid income taxes.

The public utility interpretation is contrary to the Communication Act, according to legal authorities, as well as to the Fishers Blend case in which the U. S. Supreme Court ruled that broadcasting operates in interstate commerce. An attempt by Ohio in 1937 to collect from broadcasters on a similar basis was dismissed by the state attorney general.

New Mexico has been the scene of principal litigation to restrain collection by a state of sales taxes applied to broadcast stations. Still pending there is a case involving payment to be made by KOB Albuquerque under an appellate court ruling.

**KOB Case**

KOB, along with other stations, was notified in 1945 by the state that it was delinquent on sales tax payments for the 1940-45 period, though the state had officially ruled that the tax did not apply to broadcast stations. KOB paid the tax and sued for refund. It also asked that the tax be declared unconstitutional.

The lower court held it would be inequitable for KOB to pay the delinquent taxes but upheld the law as constitutional. It ordered the lower court to allocate KOB sales on an intrastate and interstate basis and levy the 2% sales tax on the intrastate business. This allocation hearing is due early in 1948, according to Pierson & Ball, representing KOB.

Three other New Mexico stations took a different approach. KGFL Roswell, KWEW Hobbs and KTNM Tucumcari sued for an injunction to restrain collection of the tax as unconstitutional. A special three-judge Federal court dismissed the appeal for injunction on the ground it lacked jurisdiction. The stations went to the U. S. Supreme Court, which upheld the lack of jurisdiction.

Drawn for BROADCASTING by Sid Hix

*"—Says he wants to see our union card!"*

## TV Distributors Sponsors

TELEVISION Distributors of Los Angeles (RCA, Philco, GE, Emerson, Crosley, DuMont), Dec. 10 started five weekly hour-long telecasts on KTLA Hollywood. Contract is for 12 telecasts. J. Walter Thompson Co., Los Angeles, is handling the account.

# Labor Committee Approves AFM Curbs

## Taft - Hartley Law Changes Urged By Kearns

JAMES C. PETRILLO's AFM is the subject of sweeping recommendations for new labor legislation accepted unanimously by the House Committee on Education and Labor Friday. Rep. Carroll D. Kearns (R-Pa.), chairman of a sub-committee investigating Petrillo's union, has come up with a five-point legislative program to stop the "abuses" and "monopolistic practices" of the AFM.

These recommendations are, in brief:

1) To amend the Taft-Hartley Act to forbid monopolistic practices, injurious to the public interest, by labor unions.

2) To make it a misdemeanor for any union to license an employer to engage in business.

3) To grant any person or firm placed on a union "unfair" list the right to redress in the courts.

4) To forbid the officers of a union to call a work stoppage (such as the one called by Mr. Petrillo for December 31) until after an election supervised by the NLRB and an affirmative vote favoring the strike of at least a majority of the employes in said plant or industry.

5) To provide safeguards and penalties against conspiracies between employer and union to evade provisions of the Taft-Hartley Act.

As an additional recommendation, Mr. Kearns suggests revision of the 1909 copyright laws to allow the union to collect royalties from radio stations and record companies.

The committee was also asked to consider whether or not "the monopolistic practices of James James Caesar Petrillo and the AFM are subject to prosecution under the Sherman Act." The Kearns subcommittee also urged the Department of Justice to diligently prosecute any violations of the Lea Act, or other existing laws. In addition, the report asks that the section of the U. S. Criminal Code making it a crime to intimidate witnesses, punishable by a $5,000 fine or five years' imprisonment or both, be applied more stringently to unions and labor leaders. In its report, the committee gives evidence of such intimidation by the AFM.

### Would Limit Powers

The practical effect of this legislation, if enacted, would be to strictly limit Mr. Petrillo's powers in the broadcast, recording and theatrical world. No longer could he call a strike in the recording companies, unless the men who work in the record manufacturing plants voted for that strike. Firms labelled "unfair" by the AFM would have a chance to fight back through the courts, if necessary, against the boycott that goes with the unfair label.

The first recommendation, outlawing monopolistic practices by labor unions, would be open to the widest possible interpretation if the suggestions become law. The language of the anti-trust act, forbidding "combinations in restraint of trade" might be applied to many of the AFM actions in past years, according to the committee report.

These recommendations, though specifically aimed at Mr. Petrillo's union, coming as they do from the special committee set up to investigate the AFM, would apply to all other unions as well. In the language of the report, the recommendations apply to "other labor leaders or labor unions which may be tempted to emulate" the example of the AFM.

The completed Kearn's report documents the AFM's record, and in its conclusion, charges that the AFM:

"Commits acts in restraint of trade; exercises monopolistic control over all commercial phases of musical reproduction; injures or destroys any individual or business . . . whom they may decide to place on their unfair list; blocks the technical development of television by denying to it the use of live music; throws out of employment thousands of people who are not members of the AFM; restricts the programs of thousands of broadcasting stations; and denies the citizens of the United States the right to enjoy musical activities."

Concerning the strike called for December 31, 1947, the committee said: ". . . on Dec. 31 all of the members of the AFM now employed by the recording companies must stop their work, and all the other employes whose jobs depend on them will be laid off. Not one of these people will be given an opportunity to choose their course of action. Petrillo and the executive board of the AFM have spoken. The die is cast—the helpless will suffer." The members of the Kearns sub-committee are: Representatives Richard M. Nixon (R-Calif.), Graham A. Barden (D-N. C.), and O. C. Fisher (D-Tex.).

### Vote on Report

The committee voted Friday morning in executive session to accept this report. Of nineteen members present, 16 voted to accept, and three were present not voting.

In its detailed findings of fact the committee observed.

That the AFM has no professional standards; that persons able to sing or play for money over a radio network cannot do so unless they join the AFM; that the AFM has a monopoly over the making of music and its dissemination in this country; that network contracts with the AFM are, in effect, "restricted licenses" to do business with the AFM, issued by the AFM; no union member can employ an agent who is not a member of the AFM; that the union constitution grants "absolute and dictatorial powers" to its president, Mr. Petrillo; that he has abused the civil rights of agents not members of the AFM; that the union has boycotted educational institutions and placed them on the "unfair list"; and that the AFM has also prevented the technological development of FM stations by denying them the right to duplicate live music shows originating in AM stations.

Mr. Kearns, in a subsequent statement, predicted to the committee that Mr. Petrillo will definitely go through with his threat to ban all recordings after Dec. 31.

He said that one of the main reasons Mr. Petrillo is unwilling to negotiate a new contract with the recording companies is the Taft-Hartley Law provision outlawing collection of royalties. He suggests as one answer that some ruling be made whereby the union could derive additional revenue from the juke box industry.

"The [juke box] industry," said Mr. Kearns, "has made great profits and has done so by capitalizing on the playing of recordings made by members of the AFM." The congressman said he had been informed that the U. S. has over 450,000 juke boxes with an annual income totaling near $5,000,000.

Also cited by Mr. Kearns were

*(Continued on page 106)*

# *Joint Music Drive Gains Momentum*

## *Meeting Held in N. Y. To Plan Industry Strategy*

FRAMEWORK for the joint industry resistance to strike threats of James C. Petrillo, AFM president, was set up Thursday at a New York meeting of the Executive Committee of the Industry Music Committee.

The meeting was one of two key sessions held during the week, the other being a resumption of contract discussions by network and AFM officials. This meeting was held in Chicago.

First basic action by the full industry committee will be taken later this month at a New York meeting. Tentative date is Dec. 19.

The executive group took up reports from the public relations and legal subcommittees, which had met earlier in the week. Appointment of legal counsel for the cooperative anti-Petrillo campaign was discussed but no action was taken. Among names mentioned was that of Sydney M. Kaye, BMI executive vice president and general counsel.

Plans also were discussed for appointment of public relations counsel to handle the research and publicity aspects of the drive. Idea of utilizing personnel from companies cooperating in the campaign was considered.

The Executive Committee is expected to hold its next meeting just prior to the full committee gathering. No announcement was given out after the Thursday meeting. In attendance, it was understood, were:

Frank E. Mullen, NBC, for networks; Edward Wallerstein, Columbia Recording Corp., for record manufacturers; Richard S. Testut, Associated Program Service, for transcription firms; Raymond C. Cosgrove, Crosley Corp., for manufacturers; Hudson Eldridge, WASH Washington, for FM Assn.; G. Emerson Markham, General Electric Co., for Television Broadcasters Assn.; A. D. Willard Jr., Don Petty and Richard P. Doherty, for NAB.

## *Networks, Petrillo Talks Are Postponed Again*

CHICAGO again has proved to be a poor place for the networks to negotiate with Petrillo. Monday's meeting, set up for the purpose of finding exactly where Petrillo stood on renewal of network contracts effective Feb. 2, produced nothing more than an agreement to postpone the network-AFM conflict until "after the holidays."

Three other times during 1947 representatives of the four networks have met with James Caesar Petrillo and members of his American Federation of Musicians executive board and exited from the smoke-filled hotel rooms with an empty bag.

Exactly what occurred in the Ambassador East Hotel suite of Mark Woods, ABC president, may

*(Continued on page 106)*

# 'C.O.D.' Network for '48

(*Continued from page 13*)

football telecast on the East Coast and in Chicago this fall, Mr. Hahn said. "We believe in the future of television," he declared. "We are in it now. We intend to stay in it and to expand our stake in it from now on.

**"We expect to take proportionately as active a part in your medium of communication as we do in other media," he told the television broadcasters. Coming from a company which spent more than $2,000,000 for network time alone during 1946, this was a happily significant statement for television. Mr. Hahn said that future video programs are being planned by his company but that it was too early to talk about them.**

He pointed out that during its football telecasts American Tobacco tried to integrate its commercials so as not to interfere with the game itself, but through such devices as the Lucky Strike score board and the Lucky Strike "extra," film recaps of famous games of former years, to sustain listener interest during the half-time intermission. Research, he reported, showed that these telecasts reached 42.5% of all video set owners, with an average of 6.5 persons per set, a substantial audience as homes only were measured, not bars and taverns. Sponsor identification ranged from 80% to 88% through the entire season, he said.

### Ford's Dual Goal

Mr. Donaldson, in charge of the Ford passenger car advertising, said that when Ford first got into television more than a year ago the company was conscious that there were too few sets in use for it to expect the video programs to produce sales results commensurate with its expenditure. The company's dual goal at that time, he said, was to learn the techniques of television advertising against the day when it becomes a mass medium and to help build television by giving it financial support.

"We feel we've made a step toward establishing leadership in this medium," Mr. Donaldson stated. Paraphrasing the Ford slogan, he added, "We feel that television has a Ford in its future." But, he declared, although the video audience has grown from a few hundred to tens of thousands in the past 18 months," the increase in set ownership will have to continue and at a much more accelerated pace if television is to take its place among other advertising media."

Mr. Hahn and Mr. Donaldson spoke in accepting TBA awards for contributions to commercial television programming. Mr. Hahn's citation read: "For the skillful application of commercial technique to television programming." Mr. Donaldson's read: "For the successful, extensive experimentation with and support of commercial television in diverse market areas throughout the United States during the past year."

### Honorable Mention

The TBA awards committee also voted an honorable mention in this field to John H. Platt, vice president in charge of advertising, Kraft Food Co., for "conception and execution of a series of highly entertaining and commercially successful dramatic telecasts."

The TBA award for the outstanding technical improvement relating to television programming was presented to Dr. Frank G. Back "for the development of the Zoomar lens, which makes possible the instantaneous following of action by the camera." In accepting his award, Dr. Back said that although he had worked in motion pictures for many years he had never before seen the vigor and enthusiasm he had had found among television broadcasters.

A second award for outstanding application of a technical improvement to video programming went to Mr. Eddy "for the application of the existing microwave equipment to a relay between South Bend and Chicago, thereby bringing to the Chicago television audience the Notre Dame football games."

It was in accepting this award that Mr. Eddy revealed that the GE microwave relay system he had installed between Chicago and South Bend for the football telecasts was to be continued on a permanent basis. Announcing that contracts are being drawn with the owners of a station to be built at South Bend, he said that the 100-mile network would carry 40 hours of programs a week. The receiving station, or stations if others are added to the network and Mr. Eddy is confident that they will be, will be charged $40 an hour for the network service, including both facilities and programs.

"You might say that the charges of this first C.O.D. television network are 40 cents a circuit mile an hour for both network and program," he said, adding that this is very little when compared with the proposed AT&T charge of "$90 a circuit mile per hour, with programs extra."

This figure was disputed by AT&T spokesmen, who pointed out that on the basis of their proposed rates for the New York-Washington cable [BROADCASTING, June 9] the fixed monthly charges for station connections and local facilities might have made the cost of a single network telecast even higher than Mr. Eddy's estimate, while on a fulltime use basis their proposed rates would be well below 40 cents a mile an hour, although of course the AT&T fees did not include programming. But, since AT&T withdrew its schedule before it became effective, the question is academic now, they said.

### Scenes From Louis Fight

The pictures shown by Mr. Raibourn included scenes from two NBC telecasts, *The Late George Apley*, a Theatre Guild dramatic production broadcast Dec. 7, and the Louis-Walcott Fight of Dec. 5. Projected on a motion picture screen in the meeting room, the pictures were of acceptable quality for either projection in a theatre or rebroadcast by other television stations. Stressing the point that these pictures had been filmed as received over the air, Mr. Raibourn said that better quality could be obtained from a cable connection with the camera or by filming from a monitor tube.

He pointed out that motion picture people look at both movies and television as instruments of entertainment, each with its own characteristics. Television, he said, is instantaneous and fleeting; films store up their impressions for repeated future use. The off-the-screen pictures he showed, he stated, could be available for theatre projection 66 seconds from the time they were received, or always available for use by another video station.

This was the first showing of the Paramount off-the-screen pictures, which have been under experimentation for about 10 years. Mr. Raibourn said that while they are technically ready for use now the company has no immediate plans for marketing such films either to movie theatres or television stations, pending the resolution of a number of problems, including union jurisdiction and the ownership of the various property rights.

The subject of distribution of video programs to more than one station by network or film was a major topic of the day. Robert E. Shelby, NBC director of television engineering operations, in a paper covering all forms of program syndication—by radio relay, coaxial cable, stratovision, film and kinescope recording—declared: "In television, even more than in sound broadcasting the cost of top flight programs and the fact that the best talent will be available in only a few cities throughout the country, make it imperative that suitable means of syndication be provided."

### Eastman Kodak Speakers

Three representatives of Eastman Kodak Co. spoke on as many phases of films for television: Dr. William Feldman on his company's 16mm television recording camera, Charles Ives on rapid processing of films for television and T. G. Veal on movie films for video recording.

A prediction that all major metropolitan areas will be served with video programs via microwave relays owned and operated by broadcasters and that a major share of these initial networks will be started in 1948 was made by A. F. Wild, sales manager of television equipment for General Electric Co., in a discussion of the GE microwave relay. Citing the three such services already in use—the GE relay between New York and Schenectady, the Philco relay be-

**MR. GAMBLE**

*. . . foresees agencies' production role in video*

**MR. MORRIS**

*. . . warns show-people procrastinating on TV "are going to miss the boat"*

**DR. FELDMAN**

*. . . described Eastman-Kodak's 16 mm TV recording camera*

tween New York and Philadelphia and the Balaban & Katz relay between Chicago and South Bend—he said that television interests need not wait for the eventual establishment of nationwide network facilities but that they can now serve areas within 300 miles of their own locations by relay equipment already developed and proved in service.

On the local level, Neil H. Swanson, vice president, *Baltimore Sun* (WMAR), described the process of getting a local station on the air and G. Emerson Markham, manager of the General Electric AM, FM and video stations in Schenectady, spoke on local station video programming.

James D. McLean, commercial manager, WPTZ Philadelphia, talking about local commercial sales, said that the new station will find that its best prospects are the local public utility that wants to build its power load, department stores which want to learn how to sell effectively by television, home appliance distributors and dealers who want to demonstrate television and brewers interested in sponsoring sport shows primarily for the large tavern video audience.

In larger cities with more than one video station the sales problem is quite different, Mr. McLean said. Here, he explained, the advertiser wants to know the number and distribution of sets, the age and income groups reached, the relative popularity of programs and similar specific information about the station and its market before he signs a contract for time.

### Actors Show Keen Interest

William Morris Jr., president of the William Morris Agency, reported that actors are taking a keen interest in television and urged the theatrical, radio and movie management interests to do likewise, declaring that "unless the people of the show-world become completely interested in television in 1948 they are going to miss the boat."

Scott Helt, chief engineer, Du Mont television network, in discussing remote operations in television, said: "Every indication seems to single out remote or field operations outside the studio as providing the most interesting type of program material thus far available to the public. The broadcast of the Democratic and Republican national political conventions in Philadelphia next spring will undoubtedly provide television with the greatest acceleration the industry has yet experienced."

Six new active and two affiliate members were approved by the new TBA board at its first meeting. New active members are: KSFO San Francisco, video CP holder; WDSU New Orleans, applicant., *New York News*, CP for WLTV New York; Radio-Television of Baltimore, *Baltimore Sun*, operator of WMAR, CP.; WTMJ Milwaukee, operator of WTMJ-TV.

New affiliates are: MBS, last of the four networks to join TBA, and International News Service, first major news service to become a member.

**TBA BOARD:** Sitting (l to r)—Allen B. DuMont, DuMont Laboratories; Will Baltin, secretary-treasurer; John F. Royal, NBC, vice president; J. R. Poppele, Bamberger Broadcasting Service, president; Paul Raibourn, Paramount Pictures; standing (l to r)—Lawrence Lowman, CBS; F. J. Bingley, Philco; Curtis W. Mason, KFI Los Angeles; Frank Schreiber, WGN Chicago; G. Emerson Markham, GE.

# Video Code Is Needed Now—Poppele

## *TBA President Reviews Group's Activities In Annual Report*

VIDEO BROADCASTERS are having almost as much trouble formulating a code of standard practices as the standard broadcasters are, J. R. Poppele, president, Television Broadcasters Assn., declared in his annual report to the TBA membership meeting, held in New York Wednesday in conjunction with the TBA Television Clinic.

Recalling that at last year's meeting he had proposed a TBA code as "the best, most effective way of setting up barriers against poor taste or warped judgment" and that the program committee had delved into the problem, Mr. Poppele reported that "the committee's approach has been one of continuing investigation.

"Television," he said, "is young, commercially speaking. As an art it has barely gotten its feet wet and it would seem foolhardy to create a rigid set of standards based on operation of only a handful of stations. Furthermore, among the broadcasters who have already reached the air there has been a consciousness borne of public responsibility that has been ever-present in their minds."

"I should like to, therefore, reiterate what I said a year ago. The need for a television code remains; eventually it will become a must. Meanwhile, we should approach the question of code along the paths which have been followed . . . studying the art and determining what pitfalls should be avoided. It is our moral responsibility to adopt a guide, however, which should be made ready without delay and which can serve as a basis for future action on a code after we have crossed the bridge of preliminary experience."

Reporting on TBA's activities as an industry spokesman during the past year, Mr. Poppele said that it had gone to the FCC to present the majority industry view on video channels, allocations and relay frequencies, had conducted a successful campaign to have video sets in public places declared tax exempt by the Internal Revenue Bureau, and had been able to persuade New York landlords to relax their ban on video rooftop antennas. As a part of this last campaign, Mr. Poppele said that TBA had stimulated the development of two satisfactory master antenna systems for multiple dwellings and had also worked out an interim plan for conventional dipoles to be shared by tenants.

TBA has also succeeded, he said, in securing several postponements of the FCC requirement that a video station must operate 28 hours a week, the present waiver running through Dec. 31. Recognizing that this cannot go on indefinitely, he stated, TBA has proposed a graduated scale as a possible solution, based on the number of receivers available per station in each area. Starting with seven hours a week for stations serving less than 25,000 sets, the scale would graduate to 28 hours for stations with more than 75,000 sets in their service areas.

Television has reached the point where "obtaining facts and figures relating to television size and audience distribution has become a

(*Continued on page 100*)

**MR. MARX**
*. . . chairman of executive committee of affiliates, presiding at member session*

**Entire Details of TBA Clinic in stories on pages 13, 16, 17, 100 and 101**

*Other television developments of the week in this issue:*


Hollywood Ad Club Plans Video Sessions ..... p. 22
TV Set Makers Discuss Convention Coverage ..... p. 22
New Cathode Ray Tube Described ..... p. 22
New Video Film Firm Formed ..... p. 26
Television Is Better Buy Than AM, Says Radner ..... p. 36
Set Sales to Reach to Hit $250 Million—Glaser ..... p. 64
250% Increase in Video Sets Is Forecast ..... p. 72
WBKB Plans Television Training Course ..... p. 88


(Also see various note departments for video personnel changes, appointments, etc.)

# Radio Sells Ideas for Barker Brothers

## Different Approach Is Used by Home Furnishers

By NEIL PETREE

President, Barker Brothers, Los Angeles

IN A SENSE, all retail institutions are unique. Each one makes a somewhat different segment of the public, with a somewhat different type of merchandise, but if the word "unique" were to be used comparatively I would have to say that Barker Brothers is extremely unique.

We are the size of a large department store, yet we have nothing but home furnishings. In this respect, we are the largest single home furnishings store in the entire world, so when retailers tell me that radio is all right for national advertisers and perhaps for other retailers but not for their particular store because they are "unique," I am sometimes inclined to think that they have not sufficiently analyzed the matter. As a matter of fact, it seems to me that radio offers a particularly good opportunity to the retailer who is unique, because radio permits him to pre-select his audience by the type of program he uses.

An index to the store's position can be gleaned from the fact that gross sales for 1946 were $23,972,000. This represented an increase of 43% over previous year. For the first quarter of 1947, sales exceeded those of 1946 by 40.5%.

### Eighth Year in Radio

Because this summer marks the eighth year since we embarked upon one radio program, it may be of interest to others to know the theories which we have been putting into practice to our own satisfaction, for this long a period of time.

We began by asking ourselves a question . . . Not "How should we use radio?" but, "Why should we use radio?" Our answer to this was that there were certain general ideas about our store which would help increase our sales, but were not directly connected with specific items of merchandise. We believed that we might use radio not to sell this chair, that desk, or the other table, but to sell the idea of Barker Brothers as *the* store for decorating and furnishing a home throughout.

The second question we asked ourselves was still not how to use radio, but, "To whom should this message be directed?" And this question was answered in the following manner: "Sell the idea of *the* store for furnishing and decorating to people who have an interest, or whose interest can be aroused and stimulated most readily, in the physical entity of the home."

It was our feeling that the way to reach the people who are most interested in their homes was simply to talk to them about their homes. For those people who want to make their homes more attractive with new furnishings and a more intelligent use of decorating principles, we felt the thing to do was to tell them about new furnishings and to inform them of the best decorating procedures. This answer became simple enough, once we had analyzed the elements of the problem and isolated the questions to which we wanted an answer. Seeking the individual who was to give such information as this over the air, we turned to the director of our Home Advisory Bureau, Edgar Harrison Wileman. His department, a free service of Barker Brothers, gives just this sort of information to our customers in person.

### Script, Format Problems

It was determined to present a program three times a week in the afternoons, and the first broadcast took place on KNX, 50-kw CBS station in Los Angeles, in August 1939.

Problems of script and format had to be worked out, and a variety of material gradually developed. But this all has been accomplished, and today, with the interest in homes as widespread as it is, the program gives evidence of being more popular than ever. In eight years of broadcasting, a tremendous number of kinds of programs have been presented. Broadcasts have originated in Barker Brothers' model homes, in various departments of the store, and even in our factory. Today Mr. Wileman broadcasts directly from his office in the Home Advisory Bureau, with the microphone placed right on his desk. Sometimes his radio listeners have an opportunity of hearing a decorating problem presented across his desk as he gives the answers to an inquirer.

Guest decorators from the moving picture studios have appeared on our program. We have had decorating quizzes, answered questions sent in by listeners, and in a great variety of ways have presented the problems of homes and how to plan, build and furnish them; always keeping in mind that Barker Brothers has customers in every price range and that our broadcast is designed to give those people who are most interested in their homes the strongest reasons why they should be regular Barker Brothers customers.

Mr. PETREE

Measurement of program effectiveness showed another departure in thinking from the usual approach to radio. Measurement of mass circulation achieved by Hooper ratings could mean little to a program avowedly selective in nature. Likewise a program designed to sell ideas rather than merchandise could not be successfully measured in terms of specific item sale. Thus the two time-worn tests of radio and retailing—program rating on the one hand, and the volume of item sales on the other—proved to be of little value.

### Other Means of Testing

Other means of testing quickly became apparent. Traffic in the Home Advisory Bureau was increased severalfold, and sales directly traceable to this increased traffic provided something of a specific as well as a general measure. Home exhibits and the like which formed logical subjects for entire programs further gave rise to attendance traceable to this source alone. A survey of our customers showed widespread interest in the program and again specific results of the program's effectiveness indicated a high qualitative character.

Persons who came in to get decorating advice as a result of the radio program were prepared to buy not merely specific items, but the services, the know-how, and the merchandise of Barker Brothers. In other words, they were sold on the store, and this we considered one

(*Continued on page 97*)

**FOR THE RETAILER who specializes in a particular type of merchandise, radio offers an exceptionally good opportunity, says Neil Petree, president of Barker Brothers, Los Angeles home furnishings store. The reason, Mr. Petree explains, is that radio permits such a retailer to pre-select his audience by the type of program he uses. Accompanying article by Mr. Petree discusses Barker Brothers' successful use of radio.**

# Trend by Department Stores To Radio Is Seen by NRDGA

TREND toward increasing use of broadcasting by large department stores is shown in the 1947 edition of the Publicity Analysis compiled by National Retail Dry Goods Assn. The edition shows that since 1943 newspapers have been receiving a smaller share of the advertising dollar.

In commenting on the analysis, compiled under direction of Howard P. Abrahams, manager of NRDGA's Sales Promotion Division, the NAB Dept. of Broadcast Advertising pointed out that while newspapers continue to get over half of the sales promotion budget of large stores, the percentage was lower in 1946, continuing a trend of several years.

In 1943, NAB notes, department and specialty stores doing an annual business of more than $5,000,000 spent 66 cents of their publicity dollar in newspapers. At that time the stores' broadcasting expenditures were so small that they were not even recorded by NRDGA.

On the other hand, the 1946 NRDGA figures show that department stores with sales of more than $5,000,000 spent 53 cents of their advertising dollar in newspapers and 5 cents in broadcasting. The 1946 figures exclude specialty stores, but this is not important in comparing figures for the two years in the case of large stores, according to NAB.

This 5-cent figure represents radio's share of the entire promotional dollar which also includes six other publicity items, says NAB. If the sum spent on radio and newspapers alone is taken as 100%, radio's share shows an increase from nearly zero in 1943 to 10% in 1946, it was explained.

The NAB department said the NRDGA study shows that radio salesmen who help retailers plan effective campaigns can influence the allocation of the department store publicity dollar.

NRDGA's figures apply to 1946 retailer business. In a preface to the publicity study Dr. Lawrence C. Lockley, Director of Research, School of Retailing, New York U., reminds that 1946 witnessed constant increases in store inventories and the beginning of buyer resistance to price increases. He said it is probable that the 1946 figures "show the resumption of earnest selling effort by department and specialty stores."

# FMA Asks Coaxial Cable Hearing

## *Advises FCC That AT&T Discriminates In Favor of TV*

CHARGING AT&T with discrimination against FM, the FM Assn. petitioned FCC last Friday to hold a hearing, and, until rates are set for common carrier FM network service, to order the telephone company to make its coaxial cable available to FM on the same free basis now applicable to intercity television.

FMA asked that its charges be examined by the Commission "to determine whether there has been compliance" with Sec. 202(a) of the Communications Act forbidding discrimination by common carriers. It also asked that the petition be regarded as an informal complaint and that "these questions be taken up with the AT&T in an effort to bring about satisfaction."

The hearing it requested would concern "the establishment of common carrier facilities for FM network operation" and FMA asked that the Commission then "prescribe just and reasonable charges for the service desired by FM broadcasters." FMA spokesmen said they were interested in getting facilities of the highest possible fidelity, either wire line or coaxial cable, but that their request for interim use of facilities now used by television applies to the AT&T coaxial cable now linking New York and Washington.

**Partiality Charged**

The petition pointed out that AT&T makes no charge for television's use of the Washington-New York cable (it is still in the "experimental" category) and contended that "by contrast, a request for the use without charge [of the facility] for FM network purposes was denied by AT&T."

Referring to AT&T's announcement of television network plans in an FCC engineering conference last June, FMA's petition contended that the telephone company "on its own initiative had made definite plans for a far-flung network of television stations, but despite the tremendous growth of FM, had no similar plan for FM networks, even though a present demand existed for such facilities."

Filed by FMA General Counsel Leonard H. Marks of the Washington law firm of Cohn & Marks, the petition said officials of Continental FM Network, which is headed by FMA President Everett L. Dillard of WASH (FM) Washington and KOZY (FM) Kansas City, wrote to AT&T last February and March with respect to establishment of 15,000-cycle, high-fidelity lines, but got no definite information until Aug. 13.

While the telephone company was "reviewing" the possibilities of providing 15,000-cycle service, and at the time AT&T outlined its video network plans in June, according to the petition, "there were 220 FM stations in operation and the Commission had authorized an additional 630 stations which were in various stages of construction. By comparison, at or about that time 10 television stations were in operation and the Commission had authorized an additional 55 stations.

**'12 to 1 Ratio'**

"It can be seen," FMA added, "that actual and potential FM users of common carrier facilities outnumbered the same category of television users by a ratio of approximately 12 to 1. Nevertheless, no definite plan for the establishment of FM network lines had been formulated by AT&T, but a specific and detailed plan had been announced for television networks . . ."

The telephone company's estimates of time needed to establish 15,000-cycle facilities on the present Continental Network, and of approximate charges, included:

From Washington to Philadelphia, about three months after receipt of an order; to Alpine, N. J., nine to 12 months, and to the remaining cities on the existing network, about one year from receipt of an order. The time for providing such service to Alpine might be cut to three months, AT&T suggested, if Continental could arrange for use of WQXR New York's 15,000-cycle studio-transmitter channel to Alpine.

"Approximate" charges for 15,000-cycle program service were estimated by AT&T as follows: Washington to Philadelphia, $169 for first hourly period of service each month and $43 for each additional hourly period within the month; from Washington to Philadelphia and New York, $282 for first hourly period each month and $71 for each additional hour; to all stations on the existing network, $716 for first hourly period each month and $196 for each additional hour.

"In addition," AT&T told Continental, "it is estimated that the equalization of your existing local channels for 15,000-cycle operation will be approximately $25 non-recurring and $4 per month, per local channel."

The network, composed of some 32 stations, is now linked by direct relay and leased lines from AT&T.

President Dillard, when he first raised FMA's charges against AT&T during an FCC hearing last month [BROADCASTING, Nov. 24], said with reference to the telephone company's time estimates that "as a businessman, I cannot justify in my own mind making any such long-term commitment for something which will not materialize until one year from date of order, and which when installed may or

(*Continued on page 93*)

### Hear Inaugural

KENTUCKY'S congressional delegation and other members of Congress, unable to attend the inauguration of the state's new governor, Earle C. Clements, because of the impending vote on foreign aid, were able to hear the entire ceremony as it happened through the cooperation of WLW Cincinnati and WWDC Washington. Gil Kingsbury, Washington correspondent for WLW and WINS New York, arranged to have the ceremony piped direct from WLW to WWDC. From there it was sent to the House radio gallery.

## *COMMITTEES NAMED FOR NAB CONVENTION*

CHAIRMEN of five committees to direct arrangements for the NAB convention in Los Angeles May 17-21 were named Dec. 11 at a meeting of the Southern California Broadcasting Assn., according to William J. Beaton, KWKW Pasadena, SCBA president.

Chairmen are: Robert O. Reynolds, KMPC Hollywood, Accommodations; Larry McDowell, KFOX Long Beach, Transportation; Jennings Pierce, NBC, Publicity; Thelma Kirchner, KGFJ Hollywood, Finance; Ethel B. Mack, SCBA executive secretary, Arrangements for Women Members.

The chairmen, along with Harry Maizlish, KFWB Hollywood, head of the Entertainment Committee, will meet about Jan. 1 with C. E. Arney Jr., NAB secretary-treasurer, who will be in Los Angeles Dec. 28-Jan. 4.

# *N. Y. RDG Local Threatens Strike; Contract Talks End*

THE NEW YORK local of the Radio Directors Guild (AFL) by unanimous vote last week empowered its executive council to call a strike against ABC, CBS, NBC and the Bamberger Broadcasting Co. (WOR New York). About 250 directors are involved, according to the Guild.

The action followed collapse of contract negotiations between the union and the networks which began Nov. 12. The RDG's present pact with the networks—its first—has run two years and is due to expire Dec. 31.

Despite the gravity of the situation, there were strong indications last week that the dispute may be settled amicably before it reaches the strike stage. Both the Federal Conciliation Service and the New York State Mediation Board were attempting to arrange for a reopening of negotiations.

The Federal bureau entered the picture as a matter of course after the RDG on Nov. 1 filed the 60-day termination-of-contract notice required by the Taft-Hartley Law. Its jurisdiction in the matter would normally take precedence over that of the State Mediation Board, since interstate commerce is involved.

**Principal Issues**

Principal issues in the dispute, according to Bill M. Sweets, president of the New York local, are salary and scope of position. The RDG is asking a basic scale of $250 a week for directors and $200 for associate directors. Minimum salary under the present contract is $100 for directors and $70 for associates. The Guild in a prepared statement called present salaries for directors "ridiculously low" and cited alleged inequalities in commercial fees.

The union also asks the elimination from any new pact of the existing "kickback" clause, under which 25% of any commercial fees paid to directors is deducted from their basic salaries. The Guild charges that ". . . of all the creative personnel involved in a radio program (actors, announcers, engineers) his (the director's) level of pay is lowest."

Another important issue involves the definition of a radio director's job. The networks, according to the union, maintain that a director is one who "primarily" directs radio shows but who may also perform other duties. The union holds that anyone who directs must join the RDG.

**Independent of Chicago, L. A.**

It was emphasized that any strike action taken by the RDG's New York local is independent of the union's Chicago and Los Angeles locals, whose contracts with the networks have about a year to run. However, all three locals last summer authorized the national RDG to call a strike against the networks if and when it saw fit to do so.

Mr. Sweets said that if the New York local went out on strike it would not ask directors having written contracts with the networks to be bound by their union's action. The New York RDG membership voted that each member be assessed 1/7 of each week's earnings, beginning this week, to build a strike fund.

Neither the networks nor WOR would comment last week on the RDG's action. However, an official of the N. Y. Mediation Board said they had indicated their willingness to have the dispute mediated.

# WJBW Denial, New Grant Proposed

## Carlson's Former Wife Would Receive Facilities

PRIMARILY on grounds of technical violations, FCC proposed last week to deny Charles C. Carlson's application for license renewal of WJBW New Orleans, of which he has been licensee since 1926, and proposed simultaneously to grant his divorced wife's application for the station's facilities.

The Commission asserted that for "at least six years" Mr. Carlson's operation of WJBW (1230 kc, 250 w fulltime) "has been unsatisfactory from an engineering standpoint, and in repeated violation of the Commission's technical Rules, Regulations and Standards, and has resulted in excessive frequency deviation, spurious radiation, audio distortion, excessive carrier shift, improper percentage of modulation, and other than authorized power."

The operation, FCC continued, "has been unsatisfactory over a long period of time in that the applicant has, on numerous occasions, repeatedly failed to keep and maintain the program and operating logs of Station WJBW" in required manner and detail, "and in that for a long period of time the applicant has failed to provide suitable facilities for the welfare and comfort of his operators," also as required.

### Order Violations Cited

"On a number of occasions during the war," the decision asserted, Mr. Carlson "failed to comply with the Commission's Restricted Order No. 2 and orders of the Southern Defense Command by not reporting receipt of unscheduled radio silence test signals transmitted by key station WWL New Orleans, and on two occasions by operating without authority from the Third Fighter Command, thereby nullifying, to some extent, the protective measures instituted by the military authorities in defense of the New Orleans area, and constituting a potential danger to the security and safety of the United States."

With respect to instances of alleged failure properly to illuminate the station's antenna towers on some nights during the war, when a student airport was located some three miles from the station, FCC rejected WJBW's defense that appropriate labor was not available to repair the tower lights and associated equipment and to make quarterly inspections of the equipment. FCC said: "It does not appear from the record that the applicant or anyone else in his behalf exhausted all such possibilities, since it does not appear that any assistance was sought in places other than New Orleans."

The WJBW renewal application has been pending for approximately four and a half years. It was set for hearing on July 20, 1943, on issues relating to official notices sent to the station between Feb. 9, 1940 and Dec. 17, 1943, concerning violations of rules and standards, covering 92 separate citations, the decision noted. The "majority" of the reported violations, FCC said, related to technical operation. Hearing was held in November and December 1943 and further hearing in November 1946.

The Commission devoted the better part of two pages of its 36-page decision to a discussion of WJBW's provision of facilities for the welfare and comfort of its operators, particularly the sanitation facilities.

### Mrs. Carlson's Contentions

Mrs. Louise C. Carlson, given a proposed grant for WJBW's facilities, told the Commission that she would be general manager if she received a grant and that none of the present staff would be employed in any capacity. She worked at the station from 1926, when she and Mr. Carlson were married, until 1943, a year after they were divorced. Mr. Carlson is general manager and chief engineer.

Mrs. Carlson, who filed her application in September 1946, has an undivided one-half interest in the physical property and assets of WJBW and receives 50% of the income, according to FCC, and plans to sue for partition of the physical property and assets if the grant to her is made final.

### Financial Report

FCC said the station's financial statement of Nov. 1, 1946, shows $62,680 in assets and $91,606 in contingent liabilities. The latter, FCC said, consist of a 10-year-old suit filed by Southern Broadcasting Corp. alleging violation of a managerial contract and claiming damages of $37,939, and a suit filed in 1946 by P. K. Ewing, of the Ewing Stations in Mississippi, for $53,666 on charges of breach of a contract to manage WJBW. The financial statement, FCC pointed out, includes approximately $30,000 as undivided half interest owned by Mrs. Carlson. Average monthly operating expenses and revenue were reported as $6,000 and $9,000 respectively.

Mrs. Carlson proposed to continue operation without a network affiliation if she is granted the facilities.

## 9 Months More Asked To Complete WJZ-TV

REQUESTING nine months more to complete its WJZ-TV New York, ABC told FCC last week that it had completed "preliminary arrangements" with CBS for joint use of the Chrysler Bldg. tower as transmitter site for both networks' New York video stations.

"Negotiations toward completion of a lease covering such joint occupancy are now being carried on," ABC said in an application asking FCC to extend the specified completion date of WJZ-TV from Jan. 8 to Sept. 1. "In addition, engineering studies are under way to determine details of necessary alterations of the Chrysler Bldg. tower and to determine what antenna systems will be most suitable for the joint operations of WJZ-TV and WCBS-TV."

ABC spokesmen said the arrangements were "not set yet." If completed, it would be the first instance of rival television stations sharing the same transmitter location. Columbia's WCBS-TV is operating on Channel 2, and WJZ-TV is authorized to use Channel 7. ABC had planned to install its transmitter on the General Electric Bldg., but GE officials have since concluded that resulting structural changes were undesirable.

# *Durr Case Dormant, Pending Study*

## *Senator Capehart Still Reviewing Details of Incident*

FORMAL ACTION to launch investigation of FCC Commissioner Clifford J. Durr was still pending this week, as Sen. Homer Capehart (R.-Ind.) said he was "investigating" the "Durr incident." The Senator, who serves on the Senate Foreign and Interstate Commerce Committee has charged that Commissioner Durr has been "derelict in his duty" in failing to investigate FBI reports on individuals applying for broadcast licenses [BROADCASTING, Dec. 8].

The charges grew out of the statement made by Mr. Durr in October that the FBI was sending FCC "unsolicited reports" on the political affiliations of individuals which are based on "gossip, rumor, and non-expert opinion on political, economic or social philosophies." This charge resulted in a temporary altercation between FBI and FCC, which was ended when Acting Chairman Paul Walker of the FCC told J. Edgar Hoover that Mr. Durr's comments did not reflect the opinion of the FCC.

### Would Welcome Probe

Commissioner Durr answered Senator Capehart's request for an investigation, saying that he would welcome it, and that the Congress and the public should have the "fullest possible information, consistent with national security, about the operations of both the FCC and the FBI."

The incident has served to revive interest in the application of the Hollywood Community Broadcasting Group for AM and FM broadcast licenses. Charges of Communist affiliation were raised during the FCC hearing in this case.

It could not be learned whether or not a letter from ex-Chairman Charles Denny to the FBI, written in November 1946, requesting information as to the "affiliations" of certain persons applying for a license concerned the Hollywood Community Radio Group.

### Committee Report

The Joint Fact Finding Committee on Un-American Activities of the California legislature devotes a section of its 1947 report to this Hollywood group, listing the connections of some of its officers and board members with various groups in California reputed to be Communist Front Organizations. Some of these organizations have appeared on the Justice Department list of subversive organizations.

Hearings on the application of Hollywood Community Radio Group were held in Los Angeles in December 1946, and in Washington, April 1947. At the later hearing, Welch, Mott and Morgan, attorneys for the Huntington Broadcasting Co. which is also applicant for the same facilities, filed a brief, listing other left-wing connections of the members of the Hollywood group.

In this brief, which amounts to a lengthy dossier on the Hollywood group, the attorneys charge that the group would not be "sufficiently objective" in its programming to be entrusted with broadcast rights. Its officers have declared in public hearing that they would "permit Communists to broadcast over the proposed station and espouse the principles of Communism," the attorneys say.

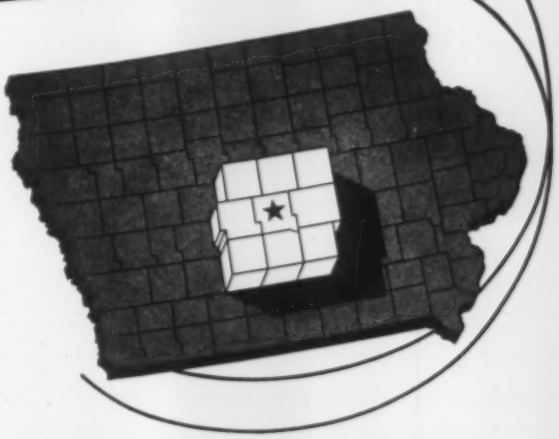
### Not Yet Admitted

Although a petition for inclusion of the California Un-American Committee's report in the official records of FCC was entered April 28, 1947, the FCC has not yet seen fit to admit this report. In addition to a report on the Hollywood group, the California Committee also reports that the law firm of Gallagher, Katz and Margolis, which is representing it before the FCC, is suspected of left-wing connections. An AFL leader in California is quoted as saying before the committee that the general activities of the firm have in-

*(Continued on page 106)*

# IT TAKES MORE THAN POWER to attract and hold an audience!

## TAKE THESE NINE IOWA COUNTIES, FOR INSTANCE



**PEOPLE listen to certain radio stations more than others *because they like what they hear.***

**For example, Des Moines has four* radio stations, each of which has daytime coverage throughout the nine counties emphasized on the map at the right. In addition other stations "come in" with sufficient strength to warrant very considerable audiences.**

**Normally you might expect WHO to get 25% of the audience in these nine counties. The 1947 Iowa Radio Audience Survey shows, from 5:00 a.m. through 6:00 p.m., *WHO's 9-county average percentage of all radio listening is 66.4%!***

**There is only one answer to such listener-preference. That answer is *Top-Notch Programming —Outstanding Public Service.* Write for your copy of the 1947 Iowa Radio Audience Survey and see for yourself.**

*At the time of the 1947 Iowa Radio Audience Survey—May, 1947.

# WHO

## + *for* Iowa PLUS +

**DES MOINES . . . 50,000 WATTS**

**Col. B. J. Palmer, President**

**P. A. Loyet, Resident Manager**

**FREE & PETERS, INC., National Representatives**

## Love Comes to WXGI

IT WOULD seem that since WXGI Richmond got its FCC license and went on the air Oct. 1, the only thing on the minds of its staff is a wedding license. Since the first day of broadcasting Chief Engineer John H. Fleet, Engineer I. Kay Redd, Hillbilly Singer Lynnwood Jones and Staff Musician William C. Bannister Jr. have all taken the marital vows. At present writing, two engagements have also been announced. But by the time this story is in print, there will probably be three or four more romances blooming, if things keep up at the present rate.

## Hollywood Ad Club Sets Three Sessions on TV

VIDEO will be considered from three approaches—station operation, programming, and as advertising medium—at successive meetings of the Hollywood Advertising Club, Jan. 5, 12 and 19, according to Harlan Palmer Jr., program chairman.

Harry Lubcke, Don Lee Broadcasting System's television director, will handle a "Station Operation" panel. "Television Programming" will be handled by Ronald C. Oxford, KFI executive producer of FM and television. Klaus Landsberg, general manager of KTLA, is to handle the concluding session of "Television as an Advertising Medium." Charles Brown, program manager of KFI, will coordinate all three meetings which have been set up through Mal Boyd, motion picture chairman.

E. S. BAYARD (l), editor of *The Pennsylvania Farmer*, an agriculture periodical, gets a light from Frank E. Mullen, NBC executive vice president, during dinner meeting of American Agricultural Editors Assn. in Chicago's Morrison Hotel recently. Mr. Mullen, who credits the editor with starting him in radio, was elected an honorary life member.

## Western Ad Group Chiefs To Convene in San Diego

MID-WINTER conference of directors and officers of the Advertising Assn. of the West and of officers of the 40 advertising clubs in the western area will be held Jan. 11-13 at the Hotel del Coronado, San Diego. Implementation of national emergency public service campaigns such as the European food emergency and the American Heritage Foundation will be on the conference program, according to Russell Z. Eller, AAW president and advertising manager of California Fruit Growers' Exchange, Los Angeles.

Host committee for the conference will be headed by Harwood Fawcett, president of the San Diego Advertising Club.

The AAW recently became western representative for the Advertising Council and is planning a strong push for campaigns approved by the council, Mr. Eller announced.

## TV SET MEN DISCUSS POLITICAL COVERAGE

REPRESENTATIVES of all television receiver manufacturers met in Philadelphia Dec. 5 to discuss the roles their firms will play in televising the Republican and Democratic national conventions to be held in Philadelphia in June and July 1948.

The meeting was called by Roger W. Clipp, general manager of the *Philadelphia Inquirer* stations, who is chairman of the radio and television committee of Mayor Bernard Samuel's Committee for Arrangements for the National Conventions.

Primary purpose of the meeting was to plan the installation of television receivers in the city's Commercial Museum, which is adjacent to the Convention Hall. Mayor Samuel recently pointed out that as many as 25,000 persons can view convention proceedings on video receivers set up in the Museum, greatly augmenting the number of persons who can be accommodated in Convention Hall.

Officials of both the Republican and Democratic National Committees attended the meeting.

## New German Tube

CATHODE-RAY tube with storage characteristics is described in a report on sale by the Office of Technical Services, Dept. of Commerce. It was designed to eliminate flicker in television. Description of the tube is available at OTS [(PB-78273) The Krawinkel Image-Storing Cathode Ray Tube, 21 pages, photos, drawings, 75 cents]. Checks or money orders should be payable to the Treasurer of the United States.

WCCO Minneapolis, has been awarded distinguished service certificate by St. Louis mayor for its program "Neither Free Nor Equal," an attack on discrimination and prejudice.

Season's Greetings

FROM NASHVILLE . . . CENTER OF THE RICH MIDDLE TENNESSEE MARKET

5,000 WATTS • 980 KC
AMERICAN • MUTUAL

*Represented Nationally by*
THE KATZ AGENCY, Inc.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

# Lights on

That could be any city skyline. But this one happens to be Pittsburgh. And when you've been in darkness for some 19 hours, as they were out there in November, 1946 . . . those lights in the buildings and on the causeways can look mighty good.

Do you want to write this ad for W-I-T-H in Baltimore from here on in?

You'd point out the same thing we would . . . get out of the dark and back into the light if you use radio in Baltimore.

Down here there's a sure way to low-cost sales for those clients of yours. Use W-I-T-H . . . that's the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

And remember, there are 5 stations in this big town of Baltimore. Four are network. Are you listening? Yes . . . W-I-T-H is the way to do it in Baltimore.

**W·I·T·H**

**AM and FM**

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

# THE OUTSIDE* AUDIENCE IS WAITING FOR YOU

## *on the Pacific Coast, too!*

***The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.***

THERE's no Santa Claus to give you the *outside* audience on the Pacific Coast (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). But Don Lee (and only Don Lee) can do it! All 4 networks cover the *inside* Pacific Coast audience (metropolitan areas of Hooper cities), but only Don Lee has adequate facilities to reach the wealthy *outside* audience as well.

***ONLY DON LEE*** offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of INSIDE and OUTSIDE coverage.

***DON LEE IS A BETTER BUY*** than any other Pacific Coast network because it delivers MORE LISTENERS AT A LOWER COST PER THOUSAND radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a DON LEE station.)

There's plenty of shopping all year 'round in this vast *outside* Pacific Coast market. Put your show on Don Lee the only network with enough facilities to reach *both* the INSIDE AND OUTSIDE MARKETS on the Pacific Coast!

*The Nation's Greatest Regional Network*

*Mutual*
**DON LEE**
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

# DON'T DRIVE IN THE ROUGH WITH TEE CITY (Ky.)!

We don't mean to be caddy, partner, but if you putter around with Tee City and all the other little Hazards out in the rough of Kentucky, you'll just be left holding the bag! Your clear course for bigger and better business is the Louisville Trading Area, which has a better score on *sales* than all the rest of the State combined! *All* this Area is in WAVE's fairway, at a price well under par.

Believe us, competition's tough when you're lost in the tall grass. So give the Louisville Trading Area a play. If you want to keep up with the Joneses (*and* Nelsons *and* Sneads) make up a twosome with WAVE, and celebrate at the nineteenth hole!

LOUISVILLE'S
WAVE

NBC AFFILIATE
FREE & PETERS, INC.,
5000 WATTS . 970 KC
NATIONAL REPRESENTATIVES


# Fred Allen Is 'Champion of Champions' In 12th Annual Poll of 'Fame' Magazine

FRED ALLEN was voted radio's Champion of Champions for the second consecutive year in the 12th annual poll conducted by *Motion Picture Daily* for *Fame Magazine*, it was announced last week. Mr. Allen and Bing Crosby, who share top honors in the poll, made the best individual showings.

Winners in their respective positions are: Champion of champions, Fred Allen, Bing Crosby, *Lux Radio Theatre;* most promising star of tomorrow, Jack Paar, Abe Burrows, Robert Q. Lewis; best comedian, Fred Allen, Henry Morgan, Bob Hope; best comedienne, Joan Davis, Gracie Allen; best comedy team, Fibber McGee and Molly, Burns and Allen, Abbott and Costello; best master of ceremonies, Bing Crosby, Ralph Edwards and Arthur Godfrey, tied; film personality most effective in radio, Bing Crosby, Bob Hope, Ronald Colman.

Best male vocalist (popular), Bing Crosby, Perry Como, Frank Sinatra; best male vocalist (classical), James Melton, Robert Merrill, Lauritz Melchoir; best female vocalist (popular), Dinah Shore, Jo Stafford, Ginny Sims and Peggy Lee, tied; best female vocalist (classical), Rise Stevens, Marion Anderson and Lily Pons, tied; best announcer, Ken Carpenter, Don Wilson, Harry Von Zell; best news commentator or analyst, Edward R. Murrow, Lowell Thomas, H. V. Kaltenborn; best sportscaster, Bill Stern, Red Barber, Mel Allen; best symphonic conductor, Arturo Toscanini, Serge Koussevitsky, Leopold Stokowski; best symphonic orchestra, New York Philharmonic, Boston Symphony, NBC Symphony; best dance band, Guy Lombardo and Vaughn Monroe, tied, Tex Beneke and Xavier Cugat, tied; best daytime program, *Fred Waring Show*, Arthur Godfrey, Art Linkletter's *G. E. House Party* and *Paul Whiteman Club*, tied; best dramatic program, *Lux Radio Theatre* and *Theatre Guild on the Air*, tied, *CBS Is There* and *Studio One*, tied; best program for children, Nila Mack's *Let's Pretend*, *Land of the Lost* and *Columbia's School of the Air*, tied; best comedy show, Fred Allen, Henry Morgan, Jack Benny and Bob Hope tied; best musical show, *Fred Waring Show*, *Telephone Hour and Manhattan Merry-Go-Round* and Al Jolson's *Kraft Music Hall*, all three tied; best quiz show, *Information Please*, *Take It or Leave It* and *Bob Hawk Show*, tied; best audience participation show, *Truth or Consequences*, *People Are Funny* and *Take It or Leave It*, tied; best 1947 news job by radio, CBS Newscast by Edward R. Murrow, NBC Texas City Disaster, MBS World Series Broadcasts; best network publicity service, CBS, NBC, ABC; best individual publicity service, Earle Ferris, J. Walter Thompson and David Alber.

## PEABODY ENTRY LIST GROWS

### Networks Encouraging Affiliates to Enter U. of Georgia Competition

ENTRIES are pouring in for the George Foster Peabody Radio Awards competition held by the U. of Georgia Henry W. Grady School of Journalism, according to Dean John E. Drewry. Deadline for entries is Jan. 10, 1948.

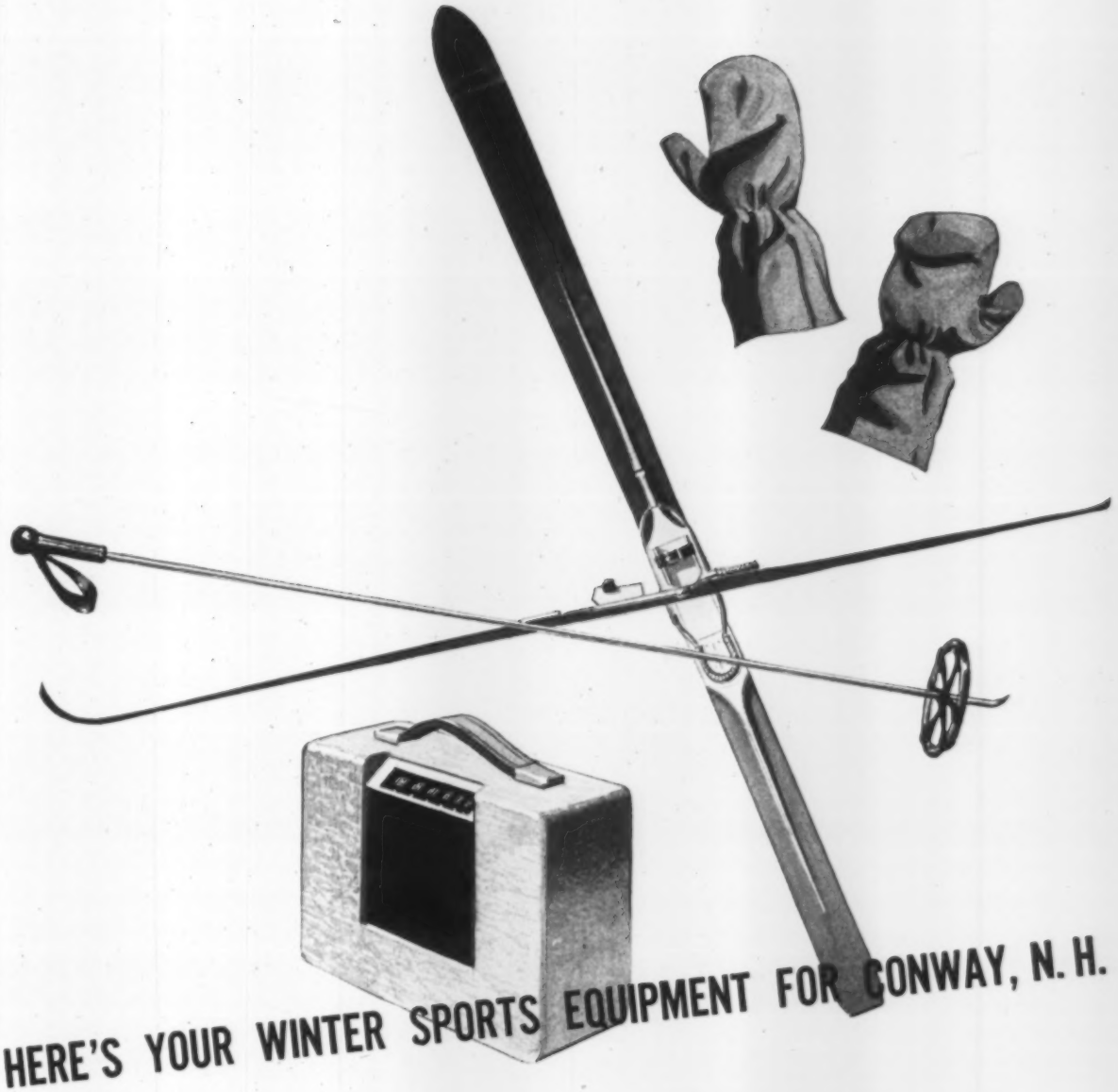
From the network requests for additional entry forms, Dean Drewry is led to believe that the networks are encouraging their affiliates to compete more this year than ever. Entries are also being received from private parties and listening groups and recommendations are being prepared by listening post committees in 34 states and Alaska.

The 1947 awards will be announced and presented at a luncheon of the New York Radio Executives Club in April.

The seven categories for programs and stations are: (1) that program or series of programs inaugurated and broadcast during 1947 by a regional station (above 1 kw) which made an outstanding contribution to the welfare of the community or region the station serves; (2) that program or series of programs inaugurated and broadcast during 1947 by a local station (1 kw or under) which made an outstanding contribution to the welfare of the community the station serves; (3) outstanding reporting and interpretation of the news; (4) outstanding entertainment in drama; (5) outstanding entertainment in music; (6) outstanding educational program; and (7) outstanding children's programs.

## TV Film Firm

NEW FIRM to produce motion pictures for television has been organized in Hollywood under name of Unitel Inc. Headed by Stanley Simmons, company is located at 1730 N. Las Palmas. Telephone is Hollywood 8980. Unitel's first series of short subjects, said to be flexible enough to meet requirements of a 5 to 30 minute program, will be based on musical interpretation featuring well known stars of the screen, radio and concert field.



# HERE'S YOUR WINTER SPORTS EQUIPMENT FOR CONWAY, N. H.

Going to hitch onto the ski-tow at Conway this winter? Planning to join the snow-trail gang at Woodstock or White River Junction?

You'll have lots of company, for winter sports is big business in New England. And wherever you go.. even if it's 200 or more miles from Boston Common.. you'll be within range of Boston's WBZ, the 50,000-watt voice that reaches most of the people in New England's six busy states.

These people, you'll find, are alert, prosperous, industrious. They're making things for all the world to use. Yet 75% of the day-to-day necessities purchased by New Englanders come from outside sources!

For advertisers, this means a rich and ready market. The best feature of all is that you can sell to more than 80% of the market through *one* medium.. WBZ. Contact WBZ Sales Department or NBC Spot Sales for availabilities.

**WBZ**

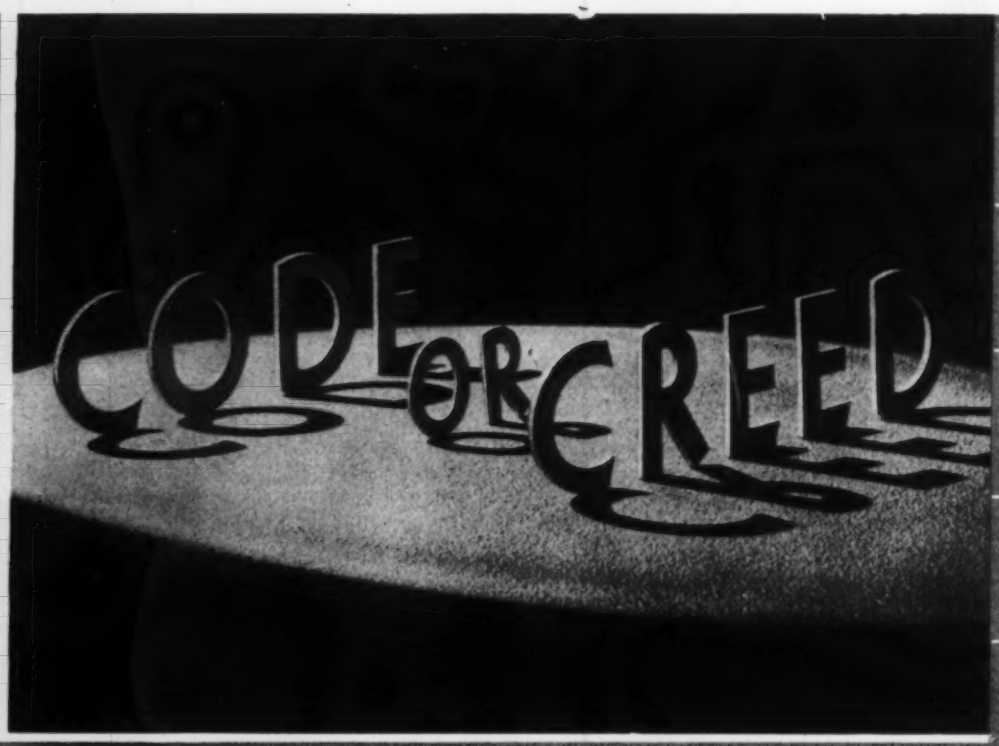
**BOSTON**

**WBZA · SPRINGFIELD**

**NBC Affiliate**

**WESTINGHOUSE RADIO STATIONS Inc**

**KDKA • WOWO • KEX • KYW • WBZ • WBZA** • National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters




**The name by which the Broadcasting Industry may ultimately call the proposed Standards of Practice is relatively unimportant but the standards employed are tremendously important!**

**For this reason, in order that all may know, we herewith publish the KVOO Standards of Practice by which all programs under our direct control are governed. These Standards have been effective in the past and we know of no reason why they cannot continue to be effective in the future to provide the best kind of broadcast performance for our listeners.**

**Therefore, in the present absence of Industry-wide action on a new Standards of Practice we shall continue to operate under these proven KVOO Standards.**

**THERE CAN BE NO FREEDOM TO LISTEN WITHOUT FREEDOM TO PRESENT**

50,000 WATT **NBC** AFFILIATE 1170 KC

# KVOO Standards

To the best of our ability we shall operate in the public interest, convenience and necessity.

All citizens shall receive equal consideration in regard to their constitutional rights whether of minority or majority groups.

Recognized religious groups shall enjoy equal access to KVOO microphones and shall receive equal consideration and respect for the sanctity of their rituals and beliefs.

The good things in life will be presented in the best light at all times while the mean, the sordid and the evil aspects of life will be minimized.

Medical and professional information and/or advice will be broadcast only by authorized speakers and as a service of the station.

The normal relationship of the sexes and family life will be referred to and/or portrayed in accordance with established customs of good taste and decency.

Newscasts, political broadcasts, matters of public interest and controversial issues will be presented factually without dramatization.

All commercial copy must comply with good business practices, professional ethics, KVOO Standards as herein outlined, and be acceptable listening in mixed company of the sexes.

The amount of commercial copy allowable on any sponsored program or within any time period will be governed by the quality and method of presentation and its fitness for the program within which it appears, except; ***Straight commercial copy which does not provide entertainment or educational value will be limited to the following time:***

| | | |
|---|---|---|
| 5 minute programs | (4:30) | 1:30 minutes commercial |
| 10 minute programs | (9:30) | 2:00 minutes commercial |
| 15 minute programs | (14:30) | 3:00 minutes commercial |
| 30 minute programs | (29:30) | 4:00 minutes commercial |
| 45 minute programs | (44:30) | 4:30 minutes commercial |
| 60 minute programs | (59:30) | 6:00 minutes commercial |

We shall at all times be attentive to the desires and needs of our listeners, and try, to the best of our ability to perform our license and citizenship obligations in a manner worthy of the trust which is ours.

**OKLAHOMA'S GREATEST STATION**

**KVOO Tulsa**

**EDWARD PETRY & CO. INC.** **NATIONAL REPRESENTATIVES**

# We Make Customers

That's our business.

Delivering your commercial message to a vast radio audience is one thing; meriting their faith and confidence in the medium, and *in the advertiser,* is another.

WMC does both through "personalized" programming and top NBC shows.

FIRST IN MEMPHIS *year after year* ACCORDING TO HOOPER

AFFILIATE

**WMC** "the station *most* people listen to *most*"

MEMPHIS • 790 KC • 5000 WATTS DAY & NIGHT

**WMC-FM** *the first FM broadcasting station in Memphis and the Mid-South*

OWNED AND OPERATED BY THE COMMERCIAL APPEAL

NATIONAL REPRESENTATIVES — THE BRANHAM CO.


# CBC Board Recommends Seven New Station Grants, Only One Power Boost

CANADIAN BROADCASTING CORP.'s board of governors has recommended grants for a number of new AM stations, but has suggested to the Dept. of Transport that several requests for power increases be deferred. Only station for which a power increase was recommended was CFRB Toronto [BROADCASTING, Dec. 8], slated to become the first independently - owned Canadian station to operate with 50 kw. Decisions of the CBC board concerning the various station applications and power boost requests were announced following its meeting at Ottawa Nov. 27-29.

CKLW Windsor, Ont., and CKAC Montreal both applied for 50 kw on their present frequencies, but the board recommended that their requests be deferred "to provide an opportunity for further study, including consideration of technical factors involved." CHML Hamilton applied for an increase from 5 kw to 10 kw, but was turned down on the ground that "the coverage of at least one smaller community station would be affected."

### Another CBC Station

CBC's plans for another station in the Atlantic Coast provinces were revealed in denial of a license for a second station at Sydney, N. S. Donald Anderson of that city had asked for 1 kw on 930 kc. The CBC board pointed out that it will establish its own outlet at Sydney at an early date, and said that area could not support three stations. CJCB is present Sydney station. Announcement of the new CBC outlet led to conjecture that the 5-kw facilities of CJBC Toronto may be moved to Sydney, but there was no official information. CJBC, now on 1010 kc, is scheduled to move to 860 kc and increase power to 50 kw on July 1, 1948. CFRB then will take over the 1010 kc channel.

Grants were recommended for new 1-kw station on 1470 kc at Shawinigan Falls, Que., Shawinigan Standard Radio Co.; and for 1 kw on 1250 kc at Matane, Que., Roger Bergeron. CFAR Flin Flon, Man., has been granted permission to increase power to 1 kw on 590 kc.

FM applications were approved for CJIC Saulte Ste. Marie for 250 w, CFPA Port Arthur for 250 w, CFRN Edmonton for 279 w, CKUA Edmonton for 352 w, and CJOB Winnipeg for 250 w. Broadcast pick-up licenses were recommended for CHSJ St. John, CJKL Kirkland Lake, CKGB Timmins, CFCH North Bay, CJFP Riviere du Loup and CKWS Kingston. Emergency transmitter licenses were recommended for CFJM Brockville, CFJC Kamloops, CKVL Verdun, CKSO Sudbury and CJCH Halifax. Power increase to 1 kw on emergency transmitter was recommended for CKCK Regina.

FM station license applications from non-AM stations for Toronto, Kitchener, and Woodstock were deferred for further study. CBC board also recommended, on representation of Canadian Assn. of Broadcasters, that FM stations not operating in conjunction with AM stations be required to operate for a minimum period of ten hours a day from commencement of operations.

Application for satellite transmitter by CFAB Windsor, N. S., at Kentville, N. S. was deferred because of pending application for establishment of another station at Kentville. Application for new 250-w transmitter at Summerside, P. E. I., was deferred for consideration of technical brief.

Applications for new AM stations at Victoria, B. C., St. Georges de Beauce and Beauceville, Que., and Saskatoon were denied. The Saskatoon request was turned down because "the area cannot support two stations both giving good broadcasting service." The board noted that the proposed assignment, if granted, would mean an extension of multiple ownership of broadcasting stations. (The 1947 Parliamentary Radio Committee recommended dropping the ban on multiple ownership of stations, which it had previously recommended. [BROADCASTING, July 14].)

## U. S. RADIO SURVEY
### Authors Will Compare Our Methods to BBC's

TWO BRITISH radio experts arrived in the U. S. last week on the *Queen Mary* to begin a study of American commercial radio. Elkan Allen and his wife, Dorotheen, authors of the first detailed study of the BBC government corporation broadcasting system, are planning a book assessing the merits and demerits of the "American way of radio."

The study will have special importance because the Committee on Broadcasting of the British Government has before it proposals for commercial use of radio in Britain. BBC's government charter expires in 1950, and this committee is said to be considering revision of the charter because of FM, and the increased number of channels available, allowing for the possibility of sponsored radio.

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POSSIBILITIES OF national network broadcast series from various Canadian universities are under discussion between Canadian Broadcasting Corp. and eastern Canadian universities. Western regional network of university broadcasts is already in operation in four western Canadian provinces.

# *Everything's Up-To-Date in*
# KANSAS CITY

Black lines represent estimated half-millivolt contours of KMBC-KFRM on map showing Kansas City primary trade territory as determined in survey by Dr. W. D. Bryant, Director of Research for Kansas City.

Everything's up to date with radio coverage from Kansas City. Now, for the first time, one Kansas City broadcaster can deliver the entire Kansas City trade territory. That one broadcaster is The Team of KMBC-KFRM.

KMBC you know about. It's The Team you're hearing about now. The addition of KFRM to KMBC. A glance at the map shows you what happens. The Team is the only Kansas City broadcaster that can cover the Kansas City trade territory.

And equally important—The Team covers trade territory with programs from its business capital, with the very same programs that have made KMBC Kansas City's best buy.

The KFRM half of The Team is a 5,000 watt daytime independent with first on the dial (550 Kc) service for rural Kansas. It took the air December 7, transmitting from north central Kansas. You can buy The Team separately or simultaneously, and that's what we're recommending right now. See a Free & Peters colonel.

**KMBC** *of Kansas City*

**KFRM** *for Kansas Farm Coverage*

***Represented Nationally by Free & Peters, Inc.***

# Take a page from the book of the

## For the finest FM transmission . .

### THIS IS THE QUADRILINE—

QUADRILINE is the name of the REL FM TRANSMITTER that has delivered a smashing performance of economy and dependability from one end of the country to the other. Heart of this transmitter is the QUADRILINE 10 KW final amplifier that provides an ease and economy of operation previously impossible at 100 megacycles. Basically, this amplifier consists of four identical tubes with short sections of four wire line comprising the resonant input and output circuits. This unique four wire, four tube circuit simplifies mechanical design to a degree that easily permits economical mass production and obsoletes costly "block building" methods of achieving high FM power. Important, too, failure of one power tube reduces power output only 15%—service is uninterrupted; signal strength and quality are virtually unimpaired. QUADRILINE amplifiers are extremely efficient and require low driving power . . . two factors that contribute substantially to the low first cost and the recognized operating economy of REL QUADRILINE TRANSMITTERS.

REL FM

### WITH ECONOMICAL TETRODES—

The REL QUADRILINE is powered with 4 Eimac internal anode tetrodes. These tubes were selected on the basis of low first cost, ready availability and proven capacity to deliver required power for thousands of hours. Having high gain, the tetrode amplifier requires far less drive power; effectively reducing both first and operating costs. Internal anode design has simplified the socketing problem; and permits rapid tube changes requiring but 5 to 10 seconds per tube. Also cooling problems are relatively simple, plate circuit conductors become small and tube elements are entirely visible during operation.

REL FM

### SHIPPED READY TO OPERATE—

The QUADRILINE TRANSMITTER is an operating reality when you receive it. It does not have to be "babied." There is no costly field assembly; no factory engineers will swarm through your transmitter room for weeks chasing bugs. The transmitter is factory tested under actual operating conditions prior to shipment; is delivered to the customer complete and ready to go on the air except for power, audio and antenna connections. Actually, REL pre-shipment tests are so complete and exhaustive that it has become the REL policy to invite customers to have their engineers present during the factory test of their own equipment.

REL

DESIGNERS & MANUFACTURERS OF FM EQUIPMENT EXCLUSIVELY

# Masters

# ...install an REL QUADRILINE!

**PROVEN PERFORMANCE—**

We feel that the REL QUADRILINE is by any standard the best 10 KW FM Transmitter on the market today. We feel, too, that actual performance records *in the field* substantiate this claim irrespective of the terrain or climatic conditions prevailing at the transmitting point. But don't take our word for it—ask the opinion of the present users! Ask them about low first cost, low operating cost, inexpensive tube replacement. And be sure to ask them about the complete absence of service interruptions resulting from tube or component failures in the REL QUADRILINE.

THESE FM STATIONS NOW OPERATE THE REL 10 KW QUADRILINE.
ADDITIONAL ONES ARE NOW BEING INSTALLED AT THE RATE OF FOUR PER MONTH!

WRAL-FM: RALEIGH, N. C.—FRED FLETCHER, MGR.; STANLEY BROWN, CHIEF ENGINEER
WMNE: MOUNT WASHINGTON, N. H.—YANKEE NETWORK; I. B. ROBINSON, CHIEF ENGINEER
WNBF-FM: BINGHAMTON, N. Y.—CECIL D. MASTIN, MGR.; LESTER H. GILBERT, CHIEF ENGINEER
WHKX: CLEVELAND, OHIO—K. K. HACKATHORN, GEN. MGR.; R. H. DE LANY, CHIEF ENGINEER
WMFR-FM: HIGH POINT, NORTH CAROLINA—FRANK S. LAMBETH, GEN. MGR.; ROBERT MOORE, CHIEF ENGINEER

REL FM

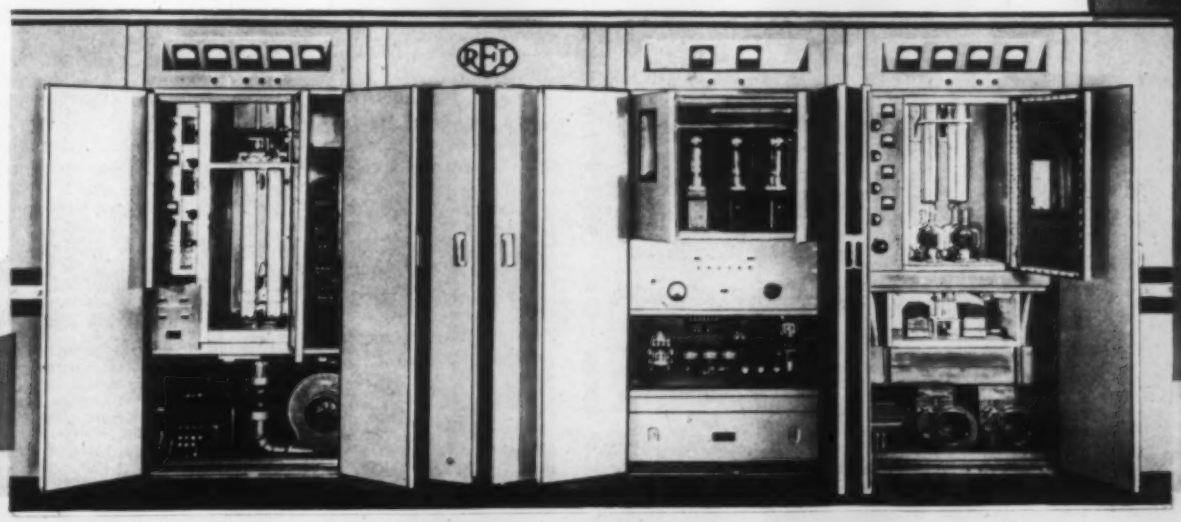
**AN INVITATION TO YOU—**

REL cordially invites any one interested to visit the REL plant. Here you will see the QUADRILINE in all stages of production and under actual test. Visits to operating installations can be arranged at your convenience.

REL FM

WRITE FOR COMPLETE QUADRILINE LITERATURE:

You can obtain the complete Quadriline story including technical data, mechanical and electrical specifications by calling or writing today to RADIO ENGINEERING LABORATORIES, 35-54 36th STREET, LONG ISLAND CITY 1, NEW YORK. TELEPHONE: AStoria 8-1010.



**RADIO ENGINEERING LABORATORIES · INC**

# ASK THE MAN WHO OWNS ONE

(and the Rest of the Family too)*

Ask any radio listener in Memphis and you'll soon learn that WHHM (aided and abetted by planned programming) has taken hold of the hearts (and the ears) of a receptive audience.

High Hoopers on WHHM have made this station a showplace of productive sales for local, regional and national advertisers.

Where listener attention focuses—that's where the cash register rings sweetest . . . so use WHHM.

MORE LISTENERS PER DOLLAR IN MEMPHIS

WHHM Represented by Forjoe & Co.

INDEPENDENT—BUT NOT ALOOF

MEMPHIS, TENNESSEE

PATT McDONALD, General Manager

*With a flip of the fenders to PACKARD and The Man Who Owns One


## WCAV, 1-KW DAYTIMER, LAUNCHED AT NORFOLK

FORMAL OPENING of WCAV, new 1-kw daytime outlet on 860 kc at Norfolk, Va., was scheduled for yesterday (Dec. 14). The station, which has studios in Norfolk's Helena Bldg., is licensed to Cavalier Broadcasting Corp. President of the corporation is Joseph Light.

Mr. Kipnes

The WCAV staff is headed by Irving M. Kipnes, formerly on the news and Yearbook staffs of BROADCASTING. Don Kelly, most recently commercial manager of WLOW Norfolk and previously commercial manager of WHFC Cicero, Ill., is director of sales. Serving in Mr. Kelly's department is William G. Laliberte.

Heading the program department is Hugh Whiteside, chief announcer, who has had radio experience at WINX Washington and WGST Atlanta. Rounding out the announcing staff are Ed Sheppherd, Dick Nelson and Rick Weaver, all with previous radio experience.

Abbot Lutz is director of special events and Betty Ann Lanigan, formerly with Denver stations KMYR and KLZ, is women's director and music director.

The engineering department is headed by William M. Manrov, who has as his assistants Judson Kinney Jr., Stanley Strickland and Ellis Domeseck. Virginia Turin is copy chief and Beatrice Cunningham traffic manager.

## Vermont Governor Helps Debut WSKI Montpelier

FIRST VOICE heard on WSKI when it began operation Dec. 7 in Vermont's capital, Montpelier, was that of Gov. Ernest Gibson. The Vermont chief executive, himself a war veteran, hailed the new 250-w fulltime outlet as a veteran-owned enterprise.

Station's co-owners and co-managers are Carl R. Taylor and B. M. Jacobsen. Staff includes: Bob Bannon, formerly of WESX Salem, Mass., and WCOP Boston, program director; James McKernan, previously with WJOY Burlington, Vt., chief engineer; Gordon Platt, formerly of WTIC Hartford, Conn., farm director, and Bee Nelson, who was with KINY Juneau, Alaska, women's director.

WSKI is operating on 1240 kc 17 hours a day. It is using Collins transmitting and studio equipment, Gates turntables and a Lingo tower. AP news and Lang-Worth's music library programs will be features, the co-managers have announced.

## KATL-'PRESS' PLAN

### Local News Partnership Formed By Texas Station, Paper

KATL, 1-kw fulltime independent in Houston, Tex., has entered into a public service partnership agreement with the *Houston Press* (Scripps-Howard) under which the *Press* news staff will provide complete local news coverage for the station. The newspaper has constructed modern radio studios in the Press Bldg. and has appointed its own radio news staff to work with the regular *Press* personnel.

Neither KATL nor the newspaper surrenders or subordinates individual and contrasting policies, and no financial transaction or transfer of ownership is involved, according to King H. Robinson, KATL general manager.

KATL will schedule minimum of five noncommercial news and special feature broadcasts daily and will include mention of the *Press* partnership in standby announcements, and the newspaper, in turn, will provide local news and staff members to handle full publicity on the station's efforts, Mr. Robinson said. KATL subscribes to AP's radio service, while the *Press* uses the competitive UP service.

## KREL Goose Creek, Tex., Started as 1-kw Outlet

KREL, 1-kw fulltime outlet, began operations on 1360 kc at Goose Creek, Tex., Dec. 2. The new station boasts a $100,000 plant, according to Virgil G. Evans, manager.

In the opening ceremonies emphasis was given to programs originating at Goose Creek's Robert E. Lee High School and Junior College, since the call letters of the station were chosen because of the area's pride in its school system, Mr. Evans said.

Station is licensed to Tri-Cities Broadcasting Co., whose president is Robert Matherne, 28% stockholder in the firm and sole owner of the Goose Creek *Daily Sun* [BROADCASTING, May 5]. In addition to Mr. Evans, the staff includes: Harold H. Rench, chief engineer; Marvin Dougharty and Bill Bates, operators; Glen Travis and Isobel McConnell, sales; Robert T. Nolan, Bob Portner, George Vance and Dick Belin, announcers; Byard E. Sooy, sports director; Mrs. Ruth McKinney, office manager; Harold Orton, traffic, and Billie Ruth Miller, stenographer.

PLANS FOR permanent operation of transmitters without attendant operators are to be discussed in Canada on Jan. 5, at Ottawa, with Dept. of Transport officials, and those of CAB and CBC. Plans are to draw up specifications to legalize the practice started during the war when there was shortage of operators, to allow stations up to 5 kw power to operate transmitters without operator constantly on duty.

# YOUR SCORE MIGHT BE 2609 OUT OF 2700*—

## BUT... IF WESTERN MICHIGAN IS YOUR TARGET, YOU'LL NEED WKZO-WJEF!

When you start to shoot the works on a radio campaign in Western Michigan, there's one fact you'll want to take into consideration. Due to the very definite "wall of fading" that surrounds this region, outside stations *just don't get proper reception.*

If you really want to make a killing, use the two stations that serve the district best—WKZO and WJEF. The Share-of-Audience figures for these CBS outlets far surpass those of any competitors —so far, in fact, that they have a higher rating than the combined stations of *any network, morning, afternoon or night!* (Hooper Report, Spring, 1947.)

Why not let us send you all the facts? Write us, or ask Avery-Knodel, Inc.

** T/Sgt. Huelet Benner, Ft. Knox, Ky., won the pistol shooting championship at Camp Perry, Ohio, Aug. 14, 1947, with a score of 2609 out of a possible 2700.*

**WKZO** *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

**WJEF** *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

## JACKSON, TENN. GRANT (1490) kc) IS SET ASIDE

FCC has set aside its seven-month-old grant to George Arthur Smith for a new station at Jackson, Tenn., and ordered further hearing to determine whether Mr. Smith's duties as mayor would excessively limit his participation in station affairs.

The record was reopened on petitions of Jackson Broadcasting Co. and Hub City Broadcasting Co., which were seeking the same facilities and received denials when the grant was issued to Mr. Smith [BROADCASTING, May 19].

FCC spokesmen said the rivals contended that a law in Tennessee requiring mayors to devote certain proportions of their time to mayoralty duties would make it impossible for Mr. Smith to devote sufficient time to his station. Mr. Smith, it was pointed out, takes the position that such a law, if any, is an old statute not commonly followed or enforced.

Further hearing was set for Dec. 17 at Jackson. FCC will then decide whether the grant should be reissued to Mr. Smith or awarded to one of the two other applicants. The grant was for 1490 kc with 250 w fulltime.

**PRESIDENT'S DAUGHTER**, Margaret Truman, was interviewed over WMPS Memphis when she visited the Tennessee city during her recent concert tour. L. to r: Matty Brescia, WMPS promotion manager, who arranged interview; Harold R. Krelstein, station's general manager; Miss Truman, and Kay Allen, WMPS women's director.

## Staff Shifted as WBEN Readies Video Operation

SEVERAL STAFF changes have been announced by WBEN Buffalo in preparation for the launching of its television affiliate, WBEN-TV, early next year. Initial telecasts are scheduled to start about Feb. 1, with daily programs on a commercial basis beginning two months later.

Supervising WBEN-TV with the title of television director will be J. Woodrow Magnuson, wartime program director of WBEN and more recently in charge of WBEN-FM. Edwin W. Reimers, night supervisor of WBEN, will become actively engaged in television, with emphasis on sports and special events.

Edward J. Wegman, WBEN's assistant program director, will join WBEN-TV Jan. 1 to specialize in film and studio production, and his present post will be filled by Richard W. Morgan. Mr. Morgan will be succeeded as copy editor by William T. McBurnie. Howard J. Bergmann, WBEN transmitter supervisor, has been appointed transmitter and control room supervisor of WBEN-TV. His place at WBEN is being taken by Howard Stephenson.

## TV Better Buy Than AM TAP's Executive Says

TELEVISION has developed to a point where it exceeds AM as an advertising value per dollar spent to reach the listener. This opinion was voiced Dec. 4 by Ardien B. Rodner, president of Television Advertising Productions Inc., Chicago, in releasing results of a study made during the past nine months of the growth of television audiences in the Chicago area.

Mr. Rodner said TAP's survey of television audiences in Chicago indicated that an AM radio program would have to earn "at least" a 3.9 rating to equal television's total audience of 120,000. This figure was arrived at, he said, by comparing Chicago's 10,000 television receivers with 1,186,000 radio homes within WBKB Chicago's primary area. Television in homes, he added, has an average audience of 6.1 per receiver, public places (taverns) 27.1 and stores 5.0 compared to the average of 2.2 listeners per AM receiver.

Further comparison of video versus AM audiences made up by TAP showed the average percent of TV sets in use during evening hours—for homes 68%, taverns 98%, stores none (closed at 6 p.m.), while AM average sets in use for the comparable period was given as 27.4%.

**NEW LINE** of TV models said to be "entirely new conception in video receiving sets" will go on display Jan. 5, Admiral Corp., manufacturer, announces. "New conception" involves innovations dealing with design and original features.


Serving The Heart of Texas

W·A·C·O

● The Heart of Texas is a fast growing, prosperous section, with a critical buying population. It embraces more than 16 counties with a population of more than 500,000 and a buying power of more than $370,000,000.

● Station W-A-C-O, Waco, Texas, covers this market. Surveys and mail count prove that W-A-C-O stands out as one of the best advertising mediums for this rich section.

● Contract renewals on W-A-C-O, plus testimonials from advertisers, proves that advertising on this station gets results.

AMERICAN BROADCASTING COMPANY

TEXAS STATE NETWORK

1000 WATTS 1460 Kc

W·A·C·O

WACO, TEXAS

NATIONAL REPRESENTATIVE: WEED & COMPANY

# KGNC, AMARILLO, TEXAS

# Now—

# 10,000 Watts 710 Kilocycles

**Thousands More Listeners Are Yours!**

Look at the wonderful new coverage you get with KGNC's *increased power* . . . thousands more listeners in the Great Panhandle Country and even into Eastern New Mexico; in Southeastern Colorado; in Western Oklahoma and Southern Kansas. Dominating! Penetrating! The greatest selling force on the air in this rich, responsive market.

NATIONAL REPRESENTATIVE

**TAYLOR-HOWE-SNOWDEN** *Radio Sales*

**YOUR FIRMEST GRIP ON THE FABULOUS PANHANDLE!**

# SOLD OUT!

## A NEW RADIO STATION SELLS ALL AVAILABLE TIME BEFORE GOING ON AIR!

FOR the first time in the history of local radio, and perhaps for the first time in the history of all new radio stations in America, a brand new regional station goes on the air completely sold out in advertising for the coming 12 months period.

There are three other radio stations in Orlando.

We are proud of the esteem in which local business enterprises hold the new radio venture, WHOO. This assures ample revenue. Now we must create and keep a healthy listening audience.

We will do this simply by the expenditure of a larger percentage of this advertising revenue than is customary in average radio station operation. This is our promise, our pledge not only to advertisers, but to the listening public.

On Dec. 5, we opened our station with a formal dress reception at the City Coliseum, featuring Bob Chester's New York name band and half a dozen other acts. In the glare of Hollywood searchlights, 5,000 guests, treading across red carpet, entered the building where microphoned-society reporters described their dress.

HERE, for instance, are a number of firsts in Orlando radio history as conceived and practiced by WHOO:

1—The first band to be maintained by a local radio station, WHOO's Society Band. Also the first Western band, the WHOOT OWLS.

2—The first girl radio singer on a regular basis.

3—The largest sports staff ever attempted by a local radio station.

4—The first radio city news room, employing three reporters to gather, write and report LOCAL and Central Florida news.

5—First purchasers in the entire U.S.A. of a new type wire recorder with which we tour the countryside for 60 miles and daily broadcast a Grove and Ranch program.

6—The first Public Forum, using the talent at Rollins College for weekly discussions of public questions.

7—The first to read the funnies to the kiddies every Sunday; giving band and speaking concerts throughout Central Florida to civic club luncheons daily; sponsoring a big amateur show with the support of one of our bands and introducing for the first time Sunday Afternoon Concerts arranged by our own Musical Director, Joe McLees, and employing on a sustaining basis, the best talent in 40 Central Florida counties; one of our bands will appear at the High School Tiger Den every Saturday for a PTA sponsored dance.

8—The first time to put society of Orlando and Central Florida on the air daily, using experienced voices and well-known socialites to do this broadcasting and reporting.

*WHOO Radio Station Representatives*
GEORGE P. HOLLINGSBERY CO.
307 North Michigan Avenue
Phone State 2898
Chicago 1, Ill.

CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES ATLANTA NEW YORK

AM · WHOO · FM

10,000 WATTS • ABC
Owned and operated by SENTINEL-STAR newspapers
ORLANDO, FLORIDA


## MAYOR TO PULL SWITCH AS KVON NAPA STARTS

DEDICATORY ceremonies for KVON, new 500-w fulltime outlet on 1440 kc at Napa, Calif., will be held Wednesday evening (Dec. 17), and the first full day of programming will be presented Thursday, the station management has announced. Napa's mayor, S. J. Cinnamond, will throw the switch putting the station on the air.

KVON's combined transmitter-studio-office building is of Basalite brick construction. Station is using Collins equipment throughout, and there are two 200-ft. Wincharger towers.

Heading the staff as general manager is Elwyn F. Quinn, formerly a colonel in the U. S. Air Force and prior to that on the staff of KDYL Salt Lake City. Julian J. Nielsen, previously with KNGS Hanford, Calif., is commercial manager and Albert C. Priddy, who was with KING Seattle, program director.

Other staff members and their former radio connections are: Chief engineer, Earl H. Holtmann, recently on staff of U. of California Radiation Laboratory and earlier with KFRC San Francisco; sports director, Robert L. O'Brien, KSRO Santa Rosa, Calif.; women's commentator, Joan Kallberg, OWI, San Francisco; announcers, William Exline, KYA San Francisco, and Howard Gordon, KFRC; engineers, Martin Tye, KTBI Tacoma, Wash., and another man yet to be selected; traffic manager, Mildred Hudnall, and secretary, Billie Cochrane.

## Adair Elected Chairman Of Washington IRE Unit

GEORGE P. ADAIR, consulting engineer and former FCC chief engineer, was elected chairman of the Washington section of the Institute of Radio Engineers for 1948 last Monday night. Mr. Adair, who has been serving as vice chairman during 1947, succeeds Lynne C. Smeby, also a consulting engineer and former director of engineering for NAB. In addition to serving as chairman of the Washington section during the current year, Mr. Smeby headed the Detroit section in 1939.

Mr. Adair

New vice chairman of the Washington section for 1948 is Dr. Thomas J. Carroll, of the National Bureau of Standards central radio propagation laboratory. He has served as secretary-treasurer this year.

Taking over the post of secretary-treasurer for 1948 is Harry W. Wells, of the Dept. of Terrestrial Magnetism, Carnegie Institute of Washington.

# Now on the Air!

# KTRE

## LUFKIN, TEXAS

## 1000 WATTS

**Born** to serve 317,563 East Texas people who have annual income of $287,064,000.00! **Bred** in the traditions of a people who know the value of an advertising dollar—who understand high quality programming. **Staffed** by experienced men and women whose aim is to make KTRE the buy-word of East Texas. **Serviced** with the most modern equipment and facilities. **Equipped** to reach this rich, lush market.

Mr. Richmon Lewis, KTRE General Manager.

Mr. Edwin Henry, KTRE Program Director and Assistant Manager.

**1420**

**ON THE DIAL**

*Represented by* **TAYLOR-HOWE-SNOWDEN** *Radio Sales* **INC.**

**TAKING ROOT IN THE FOREST CAPITOL OF TEXAS**

# Say . . . "Merry Christmas!"

# 52 Times a Year

## SPECIAL *Gift* SUBSCRIPTION RATES

Better check over your Christmas list now. Clients? Friends? Associates? Staff? A subscription to BROADCASTING and the 1948 Yearbook Number helps them use radio with greater understanding . . . work in radio more profitably. Note the special rates on the order form bound in this issue: 5 gift subscriptions save you $5.00 . . . with greater savings for additional orders.

Complete your Christmas shopping now. Tear out the handy pre-paid order form in this issue. Mail it today and we'll see that your name is hand-written on the attractive card announcing your good gift judgment.

**Save time . . . save money . . . send the order form bound in this issue**

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

# Is It Funny? Walker Will Tell You

## Results of Two Years of Comedy Analysis Made Public

By IRVING MARDER

ERNEST M. WALKER, whose comedy analysis studies present perhaps the most highly specialized activity in the thriving field of radio audience research, has now made public some of the results of nearly two years of measuring and evaluating the snickers, chortles, yaks, and pained silences that have rewarded radio's leading comedians over that period.

Mr. Walter's findings, like some of the shows he has surveyed, are not to be laughed at. He has been retained by CBS and other networks and agencies to make a continuing study of their comedy shows over an extended period. From March 1, 1946 to Nov. 15, 1947, the Walker Research Organization has made detailed analyses of more than 1500 network comedy programs, comprising 720 solid hours of comedy and more than 150,000 gag lines.

Obviously no living person could stand up for very long against this barrage of concentrated wit. Mr. Walker has matched the radio comedy show's phalanxes of writers and gag files with ingenious electronic meters which automatically monitor each show and can absorb an unlimited amount of amusement.

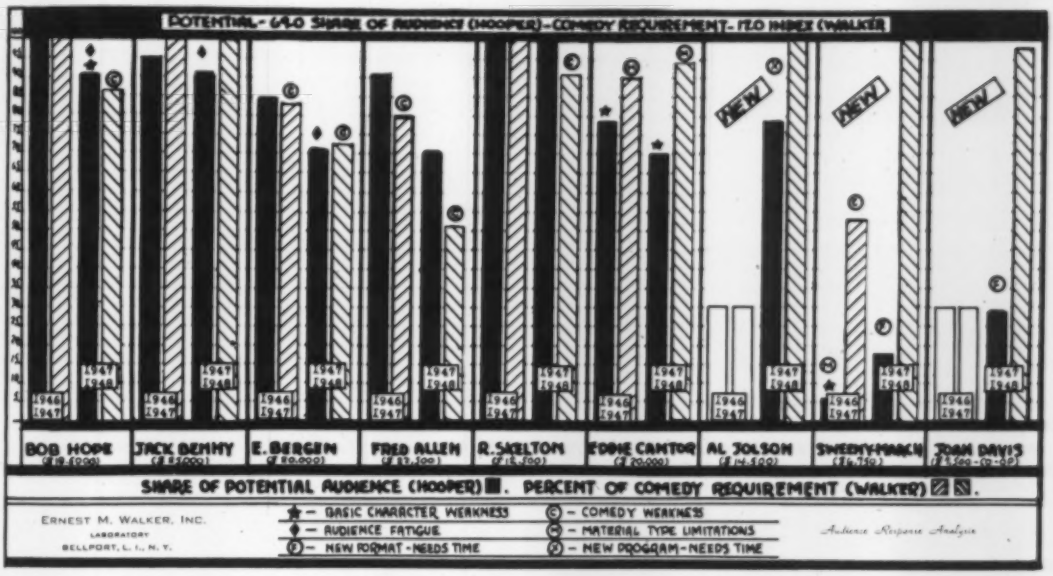
Mr. Walker is to radio comedy what a play doctor is to the legitimate theatre, except that his methods and equipment are vastly more scientific. Because his organization monitors virtually every network comedy program, he isn't obliged to start from scratch when called on by an anxious network to discover why, for instance, a show that fractured the warmup audience laid an enormous egg on the air, even on a Thursday. Mr. Walker has merely to gather an armful of electronically - traced graphs showing the program's progress for weeks or if necessary months and pore over wavy lines with the show's producers and writers until the trouble is isolated. After that it's just a matter of sharpening a character, adjusting timing, or using less subtle material, as indicated.

Mr. Walker's research — which agrees in this respect with the Hooperatings—has shown him that listeners like "gag" type comedy best, realistic situation comedy next, and farce situation comedy least of all. He further subdivided gag comedy into "broad smart comedy," "broad corny comedy," and "narrow smart comedy," which he says rate in that order.

The Walker Research Organization has six classifications of radio comedy show shortcomings, which it expresses in language more restrained than that of less scientific listeners: Basic character weakness; audience fatigue; new format—needs time; comedy weakness; material type limitations; new program—needs time. The second of these, Mr. Walker says, has nothing to do with tired business men but means the audience is tired of the type of material being used.

The Walker Research Organization, scientific as it is, has not yet perfected a device for distinguishing between genuine laughter and applause on the air and the kind generated when a non-scientific operative in the studio hoists a sign bearing the word "Applause!"

*Comedy Analyst Ernest M. Walker (r) discusses with Hubbell Robinson Jr., CBS vice president and director of programs, the recent analysis he conducted on several of CBS' top comedy shows.*


POTENTIAL - GAO SHARE OF AUDIENCE (HOOPER) - COMEDY REQUIREMENT - ITO INDEX (WALKER)
BOB HOPE
JACK BENNY
E. BERGEN
FRED ALLEN
R. SKELTON
EDDIE CANTOR
AL JOLSON
SWEENY-MARCH
JOAN DAVIS
NEW
SHARE OF POTENTIAL AUDIENCE (HOOPER) ■. PERCENT OF COMEDY REQUIREMENT (WALKER) ▨ ▧.
ERNEST M. WALKER, INC.
LABORATORY
BELLPORT, L. I., N. Y.
★ — BASIC CHARACTER WEAKNESS
♦ — AUDIENCE FATIGUE
Ⓝ — NEW FORMAT - NEEDS TIME
Ⓒ — COMEDY WEAKNESS
Ⓜ — MATERIAL TYPE LIMITATIONS
Ⓟ — NEW PROGRAM - NEEDS TIME
Audience Response Analysis

**IN THE CHART** above, each black column represents the share-of audience according to the Hooper measurement. The cross-hatched column represents the "comedy-impact" according to the Walker measurement. The unitial "C" over the cross-hatch column in the second of the Bob Hope pairings means that, according to Walker, the show fell off slightly this year because of "comedy weakness," as indicated.

## New Youth Survey Group To Study Mystery Show

BENTON & BOWLES, New York, has hired the newly-formed Metropolitan Youth Survey Co. composed of 15 teen-age girls organized under the Junior Achievement Group, to conduct two studies concerning *House of Mystery*, sponsored by its client, General Foods, New York.

Using a sample of 150 to 200 interviews, one study will seek information on youth's attitudes toward mystery shows in general, on specific mystery program preferences, and on parental reaction to youth's listening habits. The second study, which will be based on a larger sample, will be a recall survey of teen-agers listening to *House of Mystery*, with additional questions seeking reactions to various program elements.

Each survey will take about three weeks, MYS said.

## AFA to Send Delegate

THE Advertising Federation of America has announced it will send a representative, as yet undetermined, to a meeting of the newly-formed International Union of Advertising in Paris early in 1948.

A highlight of the meeting will be the formulation of a constitution for the Union. Member nations, in addition to the U. S. and Great Britain, are France, Mexico, Brazil, Switzerland, Austria, Belgium, Holland, Norway, Sweden, Denmark and Finland.

## Fibber McGee Show Maintains Its High Rating Among College Student Critics

FURTHER results of Radio Acceptance Poll on comedians, based on findings of college student critics, found *Fibber McGee & Molly* show maintaining its "highly acceptable" rating for each of three recent weeks polled (weeks beginning Nov. 2, 9 and 16).

In tabulations announced from RAP's headquarters in Collegeville, Ind., MBS' *Jim Backus* program drew a "barely acceptable" rating twice within the three-week period, while Bob Hope finished in that category once. In the week beginning Nov. 2 the *Burns & Allen* and *Baby Snooks* shows merited a "highly acceptable" mark.

In the individual performer class, four personalities were adjudged "barely acceptable" for week of Nov. 16. They included: Jerry Colonna, Vera Vague, Jim Backus and Reggie (of the Jack Paar show, which itself was regarded as "acceptable").

Such programs as *Amos & Andy*, *The Great Gildersleeve* and *Henry Aldrich* were not included in any tabulations, student critics explained, because "we have found that these shows, while radio comedy of a sort, usually are pretty wholesome . . ." Listening is being confined, they said, to the "swiftly-moving, 'gag' type of program."

TWIN BLIMPS carrying news and promotion stunts of WGBS Miami, Fla., are seen six nights a week circling main business sections of Miami and Miami Beach. The blimps, Mayflower and Ranger, spell out the headlines in incandescent letters eight by six feet. Flights will continue throughout winter tourist season.

NEW 50-kw transmitter house of KGO, San Francisco ABC outlet, is located on salt flats bordering San Francisco Bay. Station launched its 50-kw operation Dec. 1 on 810 kc.

# Mundt Bill to Expand 'Voice' Returned to Senate Committee

THE HOUSE-APPROVED Mundt bill, which would authorize an expanded overseas information program handled by the State Dept., was returned last week by the Senate to its Foreign Relations Committee for addition of further amendments.

Sen. H. Alexander Smith (R-N. J.), who has handled the bill for the Senate committee which had sent it to the floor urging passage, asked for its return to committee. The original intention was to press for a vote at the special session but the idea evidently was abandoned following the announcement of Sen. Robert A. Taft (R-O.) that the proposal is not on the special session agenda of the Senate Policy Committee.

One of the amendments which the committee has in mind, according to Senator Smith, is the provision for an advisory board of high ranking radio, newspaper and movie men to set policy on the kind of information to be disseminated.

As explained by the bill's author, Rep. Karl E. Mundt (R-S. D.), the original version passed by the House set up an 11-member group. The Senate committee omitted the provision for such a group but now proposes to establish a seven-member advisory unit "of top-level individuals in educational, information, business and professional fields."

Under the proposed revision, the commission would be divided into two subcommittees, Mr. Mundt said. One would be responsible for mass media used in propaganda and the other for educational, cultural and scientific interchanges. He said the idea came about partially because of overseas studies made this summer, but also in response to the protests of educators who anticipated overlapping and confusion unless education functions were separated from propaganda.

### Gossett Plea

Rep. Ed Gossett (D-Tex.) also called for greater emphasis on publicity and propaganda but he had criticism for the way it is handled. "Instead of leaving this program of selling America abroad to Hollywood or to some of the intellectuals in the State Dept.," said Mr. Gossett, "we ought to turn it over to some hard-headed practical American businessmen and let them sell this program or explain it just as you sell refrigerators or automobiles or radios or anything else."

Rep. Gossett last Thursday offered an amendment to the Emergency Aid bill providing that at least one percent of any funds appropriated be used to advertise the program in recipient countries.

Under the amendment, the government agency handling the program would be authorized to spend the money for radio time and full page advertisements in foreign newspapers. The amendment was defeated.

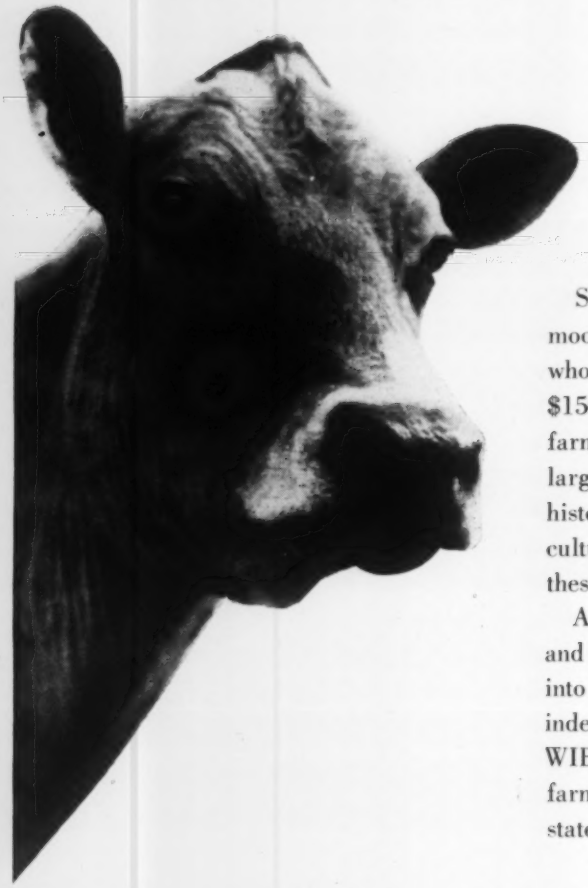
Backing up Mr. Gossett's contention, Rep. E. E. Cox (D-Ga.) declared, "This bill will pay no dividends unless the story is told . . ." Referring to his travels this past summer, Mr. Cox declared, "When I was abroad I found that the 'Voice of America' sounded like the explosion of a popgun, whereas the Russian program was booming like a cannon 24 hours out of the day. Our informational program is not adequately financed."

## Ad Idea for Dutch

THE Netherlands Chamber of Commerce picked the Arden Candy musical commercials, produced by Basch Radio and Television Productions in conjunction with the Franklin Bruck Advertising Agency, as an example to send back to The Netherlands to show Dutch candy manufacturers how to advertise and sell their product.

The Netherlands representative was given permission to send a transcription overseas.


# The Talking Cow of Kansas



She says "moo", of course. But her moo means moola to a host of advertisers who realize that she and her sisters add $150 million to the income of Kansas farm families. Already rich from the largest, most profitable wheat crop in history, these First Families of Agriculture are ready and willing to spend these "extra" millions . . . and more too.

And they'll spend it on *your* goods and services when you dovetail WIBW into your sales plans. Here's why. Every independent survey consistently rates WIBW as the *first listening choice* of farm families in Kansas and adjourning states. What more could anyone ask for?

Serving the First Families of Agriculture

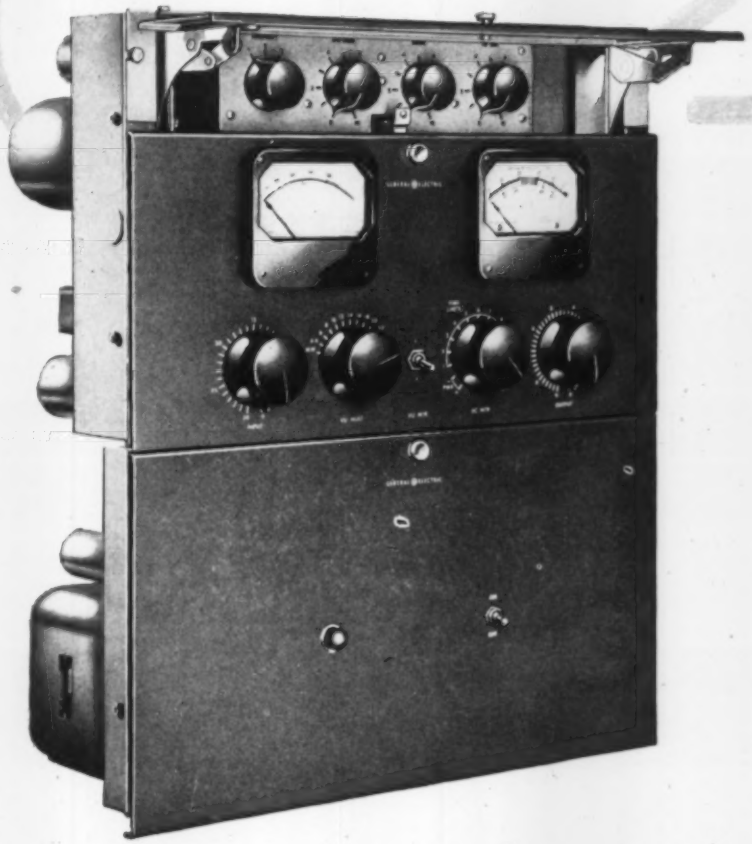
WIBW Topeka KANSAS CBS WIBW-FM

BEN LUDY
Gen. Mgr.
WIBW-KCKN

Rep.: CAPPER PUBLICATIONS, Inc.

# SAME TRANSMITTER
# SAME ANTENNA
# but MORE POTENTIAL LISTENERS

# How?



*with the new*

# LIMITING AMPLIFIER

IN AM, you will maintain higher modulation levels, protected against sharp peaks—an *extra margin of power* that means **increased coverage for your station.**

Based on developments by CBS engineers, the Limiting Amplifier BA-5-A has been designed by General Electric for *efficiency plus.*

## THESE ARE UNIQUE FEATURES:

- Fast attack reduces program distortion.
- Exclusive "anticipator" circuit.
- Higher compression ratio for higher average modulation.
- Automatic control of recovery time for smoother limiting—greater listening pleasure.
- Less critical gain-riding necessary.
- Protects against overmodulation flashover at transmitter.
- Instant accessibility, of course.

## AND IN FM, TOO,

your listeners are protected against receiver distortion caused by transmitter overswing. Amplifier controls may be set so that program dynamic range, so important in FM, is maintained.

## MANAGERS, ENGINEERS:

Write today for EBR-99, descriptive specification of this new Limiting Amplifier. Address your local General Electric broadcast equipment sales engineer, or write to Transmitter Division, General Electric Company, Electronics Park, Syracuse, N. Y.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

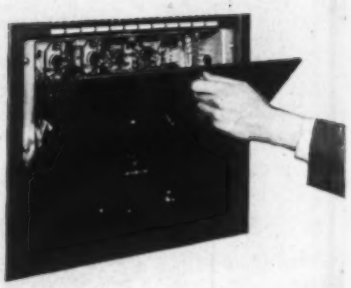
**GENERAL ELECTRIC**

# Whenever you have a broadcast equipment problem

# Ask GENERAL ELECTRIC

● Look ahead with General Electric! Dimensions, styling and appearance of all G-E units are harmonious; circuits are coordinated and allow you to quickly block-build to higher power at minimum expense. General Electric equipment is *engineered for economy.*

**Station Equipment**—unmatched performance from 250 watts to 50-kw, AM or FM.



**Audio Facilities**—instant accessibility, complete flexibility to meet the most exacting demands.

**GENERAL ELECTRIC IS AS NEAR AS YOUR TELEPHONE**

**ATLANTA 3, GA.**
187 Spring Street
Walnut 9767

**BOSTON 1, MASS.**
140 Federal Street
Hubbard 1800

**CHICAGO 54, ILL.**
1122 Merchandise Mart
Whitehall 3915

**CINCINNATI 2, OHIO**
215 W. 3rd Street
Parkway 3431

**DALLAS 2, TEXAS**
1801 N. Lamar Street
LD 224

**DENVER 2, COLO.**
650 17th Street
Keystone 7171

**CLEVELAND 4, OHIO**
710 Williamson Bldg.
Euclid & Public Square
Superior 6822

**LOS ANGELES 14, CALIF.**
Suite 1300-1301
Security Title Insurance Bldg.
530 West Sixth Street
Trinity 3417

**KANSAS CITY 6, MO.**
106 W. 14th Street
Victor 9745

**MINNEAPOLIS 2, MINN.**
12 Sixth Street
Main 2541

**NEW YORK 22, N. Y.**
570 Lexington Avenue
Wickersham 2-1311

**PHILADELPHIA 2, PA.**
1405 Locust Street
Pennypacker 5-9000

**SAN FRANCISCO 4, CALIF.**
235 Montgomery Street
Douglas 3740

**SCHENECTADY, N. Y.**
Bldg. 267, Rm. 105
Schenectady 4-2211

**SEATTLE 4, WASH.**
10 Second Avenue
Main 7100

**SYRACUSE 1, N. Y.**
Syracuse 6-4411

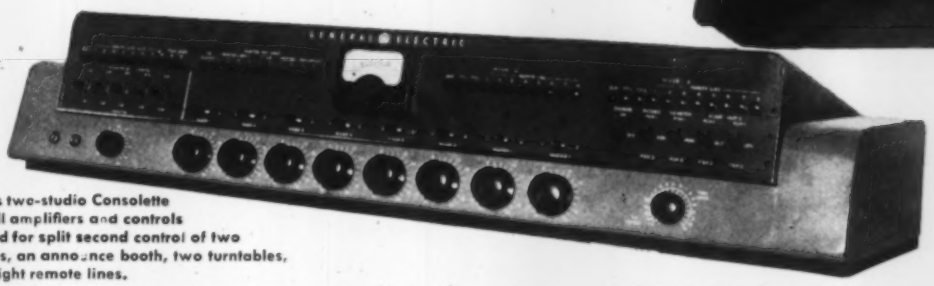
**WASHINGTON 5, D. C.**
806 15th Street N. W.
Executive 3600

**TOPS** in performance, trim in appearance and featuring instant accessibility, General Electric broadcast equipment is being specified by progressive broadcasters everywhere. *More FM transmitters have been shipped by General Electric than by any other manufacturer.*

You will have easier maintenance and fewer outages with a General Electric FM transmitter. Highest quality construction, simplified design, fewer tubes, and fewer components result in lower cost-per-hour on the air.

In the studio, the new General Electric two-studio Consolette provides a compact, flexible, and economical speech-input control unit to meet the needs of every station.

**Here is the 250-watt General Electric FM transmitter in operation—doing a job. It will do the same for you. When you plan to build or modernize, specify G.E.**

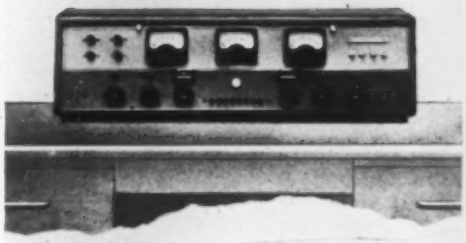


**G.E.'s two-studio Consolette has all amplifiers and controls needed for split second control of two studios, an announce booth, two turntables, and eight remote lines.**

***On the job* at WEAW-FM**

Mr. E. A. Wheeler, president of WEAW, Evanston, Ill., says: "General Electric quality equipment and prompt service are important when a small station undertakes independent commercial operation, and both have proved to be of value to us."

**FM Station Monitor**—one unit, for complete, continuous monitoring, plus proof-of-performance tests.



**Transmitter Console**—all major station functions centralized for instantaneous control.

**Circular Antenna**—provides high power gain, ease of installation and low wind loading.

LEADER IN RADIO, TELEVISION AND ELECTRONICS

# GENERAL ELECTRIC

160-F4-6814

# On the job

## THE CONSOLETTE . . .

Here—at **WFBL-FM**—another General Electric Consolette is on the job.

Outstanding performance and unmatched styling help WFBL-FM and scores of other broadcasters decide on General Electric broadcast equipment.

Operators like its simplified switching—visitors are impressed by its smart modern appearance.

COMPLETE studio facilities are provided by General Electric's two-studio Consolette—monitoring, cueing, simultaneous broadcasting and rehearsing, and over-ride talk-back that operates without need for order wires—all at a price every station can afford.

Here is an outstanding control unit that contains all the amplifiers and controls needed for split-second control of two studios, an announce booth, two turntables, and eight remote lines. Two program amplifiers give maximum operating flexibility and program protection.

A reliable push-button system and simplified switching, careful arrangement of controls, and a correctly sloped panel combine new operating ease and operator comfort unmatched by other consolettes. A hinged top and a hinged-type chassis mounting provide complete accessibility.

Ask your nearest General Electric broadcast sales office for complete information, or write: *Transmitter Division, General Electric Company, Electronics Park, Syracuse, New York.*

LEADER IN RADIO, TELEVISION AND ELECTRONICS

**GENERAL ELECTRIC**

160-FS-6914

OPEN MIKE:

# Craney Lauded on Free Speech Stand

**TED HEFFRON served as executive assistant on public relations to NAB President Justin Miller during the last half of 1946. Prior to that he had been executive secretary of the National Council of Catholic Men where he was in charge of the NBC "Catholic Hour." On behalf of the council he appeared at many Congressional hearings to support the broadcasting industry's legislative position. At present Mr. Heffron is media director of the National Conference of Christians and Jews. In his letter to Ed Craney, militant Northwest broadcaster, Mr. Heffron applauds Mr. Craney's testimony on S. 1333 before the Senate Committee on Interstate Commerce. His letter follows:**

* * *

Dear Mr. Craney:

I've read BROADCASTING for June 23 and 30, reporting the testimony on S. 1333, and note that you testified you were "getting a little fed up with this mantle of free speech that is thrown around everything whenever it is proposed that some action be taken in the public interest." I had just struggled through the reported testimony of the other 16 industry witnesses, wondering if there could possibly be that many Edgar Bergens in the business, and could hardly believe my eyes when I came upon your statement. Congratulations from the bushes, with all my heart.

When any individual—or corporation or partnership or association or other entity—may go into Chicago and compete on an equal footing with Colonel McCormick in the broadcasting business, as Marshall Field did in the newspaper business, and be free to offer equal competition to every newspaper publisher in every community in the land (as Marshall Field or any other citizen is free to do), the time will have arrived for talking about a "radio as free as the press." As far as the State is concerned, *The Sun* may publish as many pages as *The Tribune*, to as large a circulation—or more of both, for that matter. But with all his money, Marshall Field has as much chance of opening another 50-kw clear channel outlet there as I have. The State won't let him. It won't let me, either. Nor you. Nor anyone else.

Having shrugged you and me and everyone else off—or at best offered us a coffee-pot with which to compete with a cyclotron—and having given Colonel McCormick the cyclotron with a guarantee the Army, the Navy, and the Marine Corps will protect his exclusive enjoyment of it, if necessary, may the State properly wash its hands of the matter at that point and say that it's none of its business how the Colonel runs the thing?

"*Enough* frequencies" is no answer to the scarcity argument. There have to be enough equally competing frequencies. And a coffee-pot (particularly in Albuquerque) is no competition for a clear-channel anywhere, much less in Chicago or New York. (Naturally, I am speaking about competition for listeners, not competition for sponsors.)

The State is justified in saying a total "Thou shalt not" to the would-be competitors of X, most of your fellow broadcasters say. Why does it suddenly become a violation of the Constitution for the State to murmur a very modest and circumscribed "Thou shalt not" to X? If the industry really wants *free* enterprise, let it be consistent and urge abolition of the whole licensing system. As things stand now, it doesn't want the government to get out of the radio business. It very decidedly wants the government to stay in the business up to the point where that is beneficial to the privileged few, to get the hell out of the business at the point where it becomes beneficial to the unprivileged multitude.

May the State, having had to choose between a Jewish applicant and a non-Jewish applicant (or a Catholic and a non-Catholic, etc., etc., etc.) and having for some reason favored the latter, pretend that it's none of its business if he uses most of his time for anti-Semitic broadcasts? The free speech brethren seemed to me to be saying something just like that in their comments on the *New York Daily News* case—and on the Mayflower case, too. Whether they said it or not, it's implicit in their argument that the State should have no power to review programs in making renewal determinations.

But they protest that they're all good boys, with a lofty sense of social responsibility, guided entirely by audience acceptance. That ain't the way I heard it. William S. Paley, who ought to know, told the 1946 NAB convention that "the record of some (broadcasters) is *not* a matter of pride . . . Too long now we have tolerated . . . the cynical and irresponsible among us." And if someone proposes self-regulation as the way out, let him

Mr. Heffron

Mr. Craney

tell me how any industry code which does not hold stiff sanctions over the heads of *all* broadcasters, can possibly straighten out the Shulers, Brinkleys, et al.

But even if the present crop were nothing but the best, let the bars down—as these people urge—and what's to prevent the Doc Brinkleys and the Bob Shulers and the William Dudley Pelleys and the Gerald L. K. Smiths, not to mention the Fritz Kuhns and the Gerhard Eislers, from buying in? And once in, what's to get them out? I'll tell you: Government Ownership. You won't welcome the arrival of that day any more than I. Nor deserve it either. But I'm afraid some of your short-sighted confreres—who may be damned good businessmen, but apparently far removed from anything like business statesmanship—are doing their best to hasten it.

*Edward J. Heffron*

# Open Mike

*(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)*

## Back Library Services, Station Manager Urges

EDITOR, BROADCASTING:

Without pointing the way or even attempting to offer a solution to the threat of "no more recorded or transcribed music," as manager of a small station in a big market, a market full of union tradition, I would like to present the following ideas:

The recording companies, and the transcription companies who build libraries, have actually nothing in common in the pending cause. Consequently broadcasters must back the various library services. Rumor hath it—an impending deal will be pulled off whereby there'll be records and records but none licensed or sold for broadcasting. This would do two things: (1) fix the big name disc jockeys; (2) fix the small station, the independent, that is, and fix them to a non-performance of popular releases. Ostensibly this would result in the setting up of a larger number of studio bands.

On the profit and loss sheet the net result will be the likely elimination of many stations. Record companies cashed in on free plugs and at the same time they have always claimed to be the injured party if and when a recording was aired. Consequently, broadcasting must as an industry depend on our own groups, such as library companies, to carry the brunt of the burden.

Broadcasters must start getting behind the companies now supplying them with their libraries. We need another union—a union of ideas which will by its very oneness of purpose forestall the record companies from signing anything not in the interest of broadcasting, American broadcasting that is!

*Paul Wnorowski*
*General Manager*
*WIBV Belleville, Ill.*

## Motivator of 'Rented' Radio Prefers Silence

EDITOR, BROADCASTING:

Sorry I cannot at this time reveal further information about my plans for a subscription radio station. As Goethe said, "Silence alone secures an enterprise." However, I do wish to point out that radio engineers who label subscription radio "fantastic" are mistaken. Only an uninformed engineer would deny that it is technically possible to scramble broadcast signals and then provide listeners with an unscrambler. There are on file in the patent office several practical unscrambling devices, one of them held by William Benton's Muzak Corp.

As to the plan being a violation of the Communications Act it is a matter of public record that the FCC authorized such a system on an experimental basis in 1941. Members of the Commission have more recently expressed to me a desire to see it tried out in this country. A detailed exposition of my views on subscription radio will appear in the Jan. 18 issue of the *Saturday Review of Literature*.

May I take this opportunity to express my gratitude for your interest in my plans as I know that basically you and I have the same interests at heart—the best radio service for the American people.

*Rolf Kaltenborn*
*West Palm Beach, Fla.*

## Raymer Is Right, Ad Agency Head Says

EDITOR, BROADCASTING:

Paul Raymer's plea in your Nov. 24 issue for a national spot program advertiser is answered. At same time his ad was prepared we were completing arrangements for new Peter Donald show as national spot program for Stanback Co. Show stars Comedian Peter Donald and the Three Flames and is scheduled five times weekly on over 60 major stations beginning Dec. 15, with budget substantially over one million

(*Continued on page 102*)

ONE GETS YOU FOUR ON WBNX

It takes four—the four audiences guaranteed by WBNX — English, Yiddish, German, Italian — to cover ALL New York.

Thus, WBNX, New York's four-star station, fits the needs of *all* listeners . . . reaches all the people you want to sell in this multi-language area.

WBNX

5000 WATTS DIRECTIONAL OVER NEW YORK

*America's Leading Foreign Language Station*

# Paper to Get Midland Grant; 3 L. A. 1460-kc Pleas Denied

RATHER than further the concentration of influence which it claims the Dow Chemical Co. exercises over the citizens of Midland, Mich., through approving an application of individuals identified with that firm, FCC last week proposed to grant the competing request of the only daily newspaper in that city.

In a unique reversal of its often-imposed "non-newspaper" policy, FCC proposed to approve use of 250 w fulltime on 1490 kc by Rich Publishing House Inc., publisher of *Midland Daily News*, and deny Midland Broadcasting Co. As the newspaper and Dow influences balanced in effect, FCC preferred the paper on basis of greater resident owner-operation.

The Commission concluded that proposed station ownership by the sole paper does not in itself preclude a grant as such but is one of several factors in the consideration.

The Commission also proposed to deny all three applications competing for 250 w daytime on 1460 kc in the Los Angeles metropolitan area. FCC held the requests for Class IV stations on a Class III channel contrary to its rules and standards. The applicants: Valley Broadcasting Co., San Fernando; California Broadcasting Co. and Crescent Bay Broadcasting Co., both in Santa Monica.

In the Midland proposed decision the report of the Commission showed that all of Midland Broadcasting's officers, and all of its directors except two, "stand in a position of close association with the Dow Company or its high officers." Ex-Rep. Gilbert A. Currie (R-Mich.) president and 25% owner, is Dow special counsel and has an investment in that firm of nearly a million dollars, FCC said, while Earl W. Bennett, vice president and 12.5% owner of the applicant, is vice president and treasurer of Dow.

### Local Aspect

In view of this fact and also that Dow accounts for employment of 90% of the local employable persons and sponsors much of the community's recreational, cultural and sports organizations, the Commission commented:

We do not question that the Midland Broadcasting Company sincerely intends to operate the proposed station in an objective and impartial manner on a high level in the exercise of its public responsibility and in line with the outstanding reputations of its owners, as is evidenced by its program proposals. Notwithstanding this, however, we recognize that a number of its officers and directors will be faced with inherent difficulties in making distinctions between those matters affecting the interests of the Dow Chemical Company, with which they are so closely associated, and the interests of the community whenever such interests should come in conflict.

In further support of its favor of the grant to the applicant which controls the only daily newspaper the Commission cited the "outstanding record of community service" of the paper and the several national awards it has received. The report on this point concluded:

We feel that the undesirable results which might ordinarily flow from a grant which concentrates the avenues of communication in a community, will be mitigated in large measure by the manner in which this applicant will serve this community."

The proposed decision also noted that news competition is great from papers published in nearby Saginaw, Bay City and Detroit and would prevent the "complete elimination of other means of communication of newspaper expression." The report said the combined circulation of the competitive papers equalled that of the *Daily News* in Midland.

### Regional Assignment

In the Los Angeles area proposed decision the Commission stated the three proposed operations would violate Sec. 3.26 of its rules which prohibits the use of a regional assignment by a local station. FCC further found that the proposals did not satisfy Sec. 3.29 which allows such an assignment when there are no other transmission facilities in the area to be served and where it is not practical from an engineering point of view to establish a Class III outlet.

Ownership of the applicants:

Rich Publishing House Inc., publisher Midland Daily News and weekly Coleman, Mich., Tribune—Philip T. Rich, president and 63.2% owner; Ida E. Rich, director, and Geraldine Rich, 13.8%; Gordon F. Phillips, vice president and secretary-treasurer 13.8%; Norman C. Rumple, managing editor 6.9%, and Clarence R. Vanest, circulation manager and auditor 2.1%.

Midland Broadcasting Co.—Gilbert A. Currie, for 25 years counsel to Dow and presently $800,000 investor in that firm (less that 1% outstanding stock), president and 25%; Earl W. Bennett, vice president and treasurer of Dow Chemical Co. and officer of several associated firms, vice president and treasurer 12.5%; Aaron T. Bliss Jr., son-in-law of Gilbert Currie, and divisional supervisor of Dow Chemical, vice president, assistant secretary and assistant treasurer 12.5%; John D. Currie, nephew of Gilbert Currie, and attorney in Saginaw, secretary; John W. Symons Jr., Saginaw wholesale merchant, past mayor of that city and minority stockholder in WSAM Saginaw, director 25%; his son, William W. Symons, assistant personnel director of the Saginaw division of General Motors Corp., director 25%.

Valley Broadcasting Co.—Tom C. Carrell, owner, El Camino Supply Co., sole owner.

California Broadcasting Co.—Co-partnership: Victor S. Layng, Douglas Aircraft Co. employe; Edward J. Murset Sr., retired businessman, and Edward J. Murset Jr., district manager, Los Angeles Evening Herald and Express.

Crescent Bay Broadcasting Co.—Principals: Gus S. Malpee, former control operator WOL Washington, 23.5%; Mike S. Malpee, owner radio sound service and repair shop in Los Angeles, 23.5%, and John N. Stein Jr., radio actor and entertainer, 20.75%. Remaining interest subscribed by 23 friends and members of families. Three principals are veterans.

**THE GAVEL** goes to the new president of the National Assn. of Radio Farm Directors, Charles (Chuck) Worcester (l), WMT Cedar Rapids. Outgoing NARFD President Layne Beaty (r), WBAP Fort Worth, congratulates his successor, as Wallace Kadderly, KGW Portland, who succeeded Mr. Worcester as vice president of NARFD, watches the ceremonies. NARFD held its annual convention in Chicago Nov. 30-Dec. 1 [BROADCASTING, Dec. 8].

## Show From the 'Mo'

THE "MIGHTY MO" is to have its own radio program, featuring the piano that President Truman played when he was aboard the *Missouri*. The weekly program will be heard every Tuesday at 6 p.m. over WGYN (FM) New York, picked up direct from the battleship, now in drydock at Brooklyn Navy Yard. The Ship's Band will play light music under the direction of Chief Jim Lundgren. Programs are in the interest of Navy recruiting.

The COMBINATION to GEORGIA

all CBS available at combination rates

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY
THE KATZ AGENCY, INC.

# TED TALKS TURKEY

When WBAP's Ted Gouldy talks turkey in Texas ("What's The News"* 12:30 p. m., Sat. WBAP-820), listeners don't miss a trick. For one thing, turkeys are a very important subject in the number one producing state of the nation. For another, professional turkey raisers as well as suburban housewives with small but important flocks, know Ted personally as an authority on the subject.

There's a still more important reason why people listen to Ted. From his boot heels to his Stetson hat, this amiable young man with a quick mind and a pleasant drawl is a Southwest personality.

Making friends comes as easy to Ted as sitting on a corral fence. Through large personal contacts and broadcasts that include "What's The News," "Saturday Morning Roundup," "Suburban Editor," 2 daily market reports, rodeos and special events on WBAP, he is known and loved by millions.

Whether talking about turkeys or livestock as he does for Burrus Feed Mills, Fort Worth, or for your own product, Ted can put your sales "in the bag" in the Southwest. Contact the station or Free & Peters today for complete information.

*Placed with WBAP-820 by Rowland Broiles Co., Advertising, Ft. Worth

ABC
570 Kc
5,000 watts

NBC
820 Kc
50,000 watts

**WBAP**

THE STAR-TELEGRAM STATION

SINCE 1922

Lone Star Chain

Texas Quality Network

FORT WORTH 2, TEXAS

Amon Carter, Pres. Harold Hough, Dir. George Cranston, Mgr. Keith Baldwin, Natl. Sales Dir.

**FREE & PETERS, INC.** *National Representatives*

Fort Worth: Star-Telegram Bldg. 3-1234

New York: 444 Madison Ave. Plaza 5-4130

Chicago: 180 N. Michigan Franklin 6373

Hollywood: 6331 Hollywood Hollywood 2151

Atlanta: 322 Palmer Bldg. Main 5667

Detroit: 3463 Penobscot Bldg. Cadillac 4255

San Francisco: 58 Sutter Sutter 4353

## NEW BOOK ON SELLING, ADVERTISING APPEARS

**PRINTERS' INK REFRESHER COURSE IN ADVERTISING, SELLING AND MERCHANDISING by C. B. Larrabee; Funk & Wagnalls Co., New York $4.00.**

JOINT BOOK publishing venture of *Printers' Ink* magazine and the Funk & Wagnalls Co. has come off the press under the title, *Printers' Ink Refresher Course in Advertising, Selling and Merchandising*. The new volume, based on a series of articles which appeared in *Printers' Ink*, discusses findings on more than 40 advertising, selling and merchandising devices used successfully in the past.

Index by topics and by products is included for the purpose of easy reference. Chapter headings include: "Who Are the Logical Buyers?" "What About Year-Round Markets?" "Should You Give Samples?" "What Lessons Have Been Learned About Consumer Contests?" "What Has Been the Experience With Premiums?" "What About Free Deals?" "What Has the Past Taught Us About Special Deals?" "What Points Should Be Watched on Returned Goods?" and "Miscellaneous Merchandising Devices."

Also included is an introduction by C. B. Larrabee, president and publisher of *Printers' Ink*, who says there may be a supplementary refresher course volume, depending upon reception of the current book. Copies are available at bookstores or from Funk & Wagnalls.

## O.S.U. to Have Promotion And Advertising Meeting

OHIO STATE U.'s College of Commerce and Administration will hold a specialized sales promotion and advertising conference at O. S. U. Jan. 29-30. The meetings are designed to aid the Ohio region's trade executives in solving new problems in the field.

According to Prof. Kenneth Dameron of the O. S. U. Department of Business Organization, and conference chairman, a committee of 25 industrial advertising executives and media representatives are cooperating in planning sessions that will focus on problems of changes in products, sales methods, merchandising practices.

## 76 Local Firms Sponsor 'Abbott & Costello' Show

ABC said last week that a full orchestra will be added to its *Abbott & Costello* co-op show starting Dec. 24, instead of Dec. 17 as originally announced.

The network further disclosed that the *Abbott & Costello* show is supported currently by a total of 76 local advertisers. This group includes 18 brewing companies and nine automobile and auto supply firms, ABC said. Two national advertisers also sponsor the show locally—General Foods over WELL Battle Creek, Mich., and Lever Bros. over WTHT Hartford, Conn.

# SOMETHING NEW IN RADIO

### KFRM Goes on Air, With Studios Located 160 Miles Away at KMBC

SOMETHING NEW IN radio—KFRM, with a transmitter located nine miles south of Concordia, Kan., but whose programs all originate in the studios and remote pickup points of KMBC Kansas City, Mo., began operations at 1 p.m., Dec. 7, when Gov. Frank Carlson of Kansas pushed a button in the KMBC studios which actuated the KFRM transmitter 160 miles northwestward.

First operation of this kind to be licensed by the FCC, KFRM, 5 kw on 550 kc, and KMBC, 5 kw on 980 kc, will work as a team to provide live stock and grain market reports, farm, home and school informational programs and entertainment to the entire Kansas City trading area. Idea of the teamed operation, with all of the KFRM programs passing through the KMBC master control, was conceived by Arthur B. Church, president and general manager of both stations as well as KMBC-FM, following a survey made for KMBC by Dr. W. D. Bryant, director of the Kansas City department of research and information.

Dr. Bryant's study showed that the city's true primary trading area, including the farmers whose cattle and grain is sold through the Kansas City markets as well as the families who make the city their main shopping center, covers western Missouri, the entire state of Kansas, the Southern extreme of Nebraska, and border counties of Oklahoma and Arkansas. The KMBC-KFRM team coverage area approximates the Kansas City trade area very closely.

A daytime station, currently on the air from 7:45 a.m. to 5:15 p.m., KFRM duplicates KMBC's news and market programs, including the full noon hour *Dinner Bell Roundup*, which is also repeated, as the *Western Roundup*, from 1 to 2 p.m. for the farm families of western Kansas who are on Mountain Time, an hour later than the rest of the state. KMBC's home economy and school programs are also duplicated by KFRM, which in addition has its own home economist, Betty Parker, and its own farm news editor, Henry Wheat.

Sponsors of these duplicated programs on KMBC will eventually be required to sponsor them on KFRM as well, starting with the *Dinner Bell Roundup*, which becomes a two-station must on Jan. 1. KFRM rates, for both duplicated and its own commercial shows, are 40% of the KMBC rates. As in programming, the KMBC sales staff will also handle KFRM.

**Selling Magic**

Nine sponsors for the new station had already been signed by its inauguration, although special sales effort for it had begun less than two weeks in advance. The KMBC-KFRM advertisers include: Kansas City Livestock Interests, Staley Milling Co. and Cinder Concrete Products Co., with daily market programs, Monday through Friday; Rutherford Food Corp. and Kansas City Titles Insurance with quarter-hour weekly programs; Colgate - Palmolive - Peet Co., Pay Way Mills and Lever Bros. Co. with spots. Jenkins Music Co., distributor for Clarion Radios, is the first exclusive KFRM advertiser, sponsoring the *King's Jesters*, as it was previously the first advertiser to use KMBC-FM.

KFRM's advent has been thoroughly promoted by 100 billboards at picked locations throughout the area; a special edition of *Heart Beats*, monthly house organ, which was sent to every *Star* route and rural box holder in Kansas, northern Oklahoma, southern Nebraska, eastern Colorado and selected Texas counties; and space in 75 daily and weekly Kansas newspapers. All promotion for the new station also announced a two-week contest with $5,000 in prizes, and gifts, but divulged no details, which could be obtained only by listening to KFRM.

The contest, which KFRM announced immediately following its dedicatory broadcast, asks listeners to complete in 50 words or less the sentence, "I welcome KFRM because . . ." and offers for the best letters a grand prize of $100 cash plus a Stromberg-Carlson radio phonograph combination set retailing at $330, a second prize of an S-C combination without the cash, and cash prizes of $5 and $10 to a total of $1,000 in cash all told.

First response came by telegram, sent within an hour of the initial contest announcement on KFRM. First day's mail brought 705 entries, coming from almost every county within the half-millivolt line, plus a number from counties well outside it.

* * *

**PLANNING KFRM's** future are (l to r): Karl Koerper, KMBC-KFRM vice president and managing director; Phil Evans, director of stations' service farms; Arthur B. Church (seated), president and founder; S. H. Bennett, vice president and director of sales.

## P. I. STATIONS DROP EXTRA AGENCY FEES

MOVE to return to pre-war norms in the advertising field in the Philippines is underway as station executives and newspaper publishers announce decisions to decline payment of the extra 15% commission to local representatives of U. S. agencies, it has been announced by the Manila Evening News Service. Norman Paige, general manager of the Philippine Broadcasting Co., has anounced that his company will no longer approve contracts with agencies that include the "overlay" commission. Mr. Paige also said he had been advised that the Manila Broadcasting Co. would refuse the added commission for its stations.

The extra 15% commission was an outgrowth of the confusion in the radio and publishing fields immediately after liberation of the Philippines, when operators were willing to pay the extra commission for foreign schedules to local representatives of stateside agencies.

Radio executives and publishers who decided against the extra fee said, according to the report, that with the stabilization of media, the extra commission was "contrary to the best interest of advertising, and would inevitably result in artificially high rates."

Proposal has been made to pay only the standard 15% agency commission, and the regular 15% fee to national representatives. Agencies having local representatives will have to make split-commission arrangements with the local representative within the limits of the standard agency commission.

NEW HOLLYWOOD news and interview program titled "Broadway and Vine With Radie Harris" began on CBS Dec. 1, and is to be heard Mon.-Fri. 3:55-4 p.m. Show will be offered for co-operative sponsorship. It originates in New York.

# The Broadcasting Industry has a right to know >>>

. . . the objectives of the National Association of Radio Station Representatives. A full statement of these objectives was published in the last issue of this magazine. Briefly stated, this Association's objectives are: to promote spot broadcasting, to make it a more profitable medium for broadcasters and advertisers.

The broadcasting industry also has a right to know the facts about the action which this Association initiated when, on September 29th, it petitioned the FCC to examine the recent expansion of the national representation activities of the Columbia Broadcasting System. Nowhere has an adequate explanation of the Association's position in this matter been published.

Why did 21 firms, including all but three of the then total membership (there are more than 35 member firms now) sign this petition?

The petition was filed because the overwhelming majority of the members of the Association felt that any enlargement of the network role in national spot broadcasting was to the detriment, not only of the representative business, but of the entire industry. The Association felt that, in this matter as in its underlying objective to promote spot broadcasting, the interests of NARSR members and of broadcasters were the same. The Association felt that, if the CBS Radio Sales expansion went unopposed, it would shortly be followed by a parallel extension of the NBC and ABC spot departments.

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The overwhelming majority of NARSR members feel that national spot representation by a network is *bad for broadcasting*—bad for broadcasters and advertisers as well as independent station representatives, for the following reasons:

**1** Representation by a network makes one source responsible for 50-90% of a station's income, which, in turn, makes 50-90% of a station's income dependent upon one contract—the network affiliation contract. When so many new and tempting facilities are being licensed from which networks can choose alternate affiliates—that's too many dollars in one contract. If a station loses its network it loses its national representation too, for no network will want to represent non-affiliates.

**2** The network's dual role—as both spot and network salesman—puts it in effectual control of 2/3 to 9/10ths of all station time, which permits it to jockey time availabilities to the advantage of network and to the disadvantage of non-network accounts.

The primary interest of a network is network sales. A network department acting as national spot representative will not push for the sale to a spot advertiser of a period or a program which it knows the network wants. It's no answer to say that theoretically the control of time rests with the station—in actual practice, a selling agent who is both network and national representative has it within his power so to arrange the disposition of NON-NETWORK time as to place the network in the most favorable competitive position. Spot time and spot accounts will be subordinated to network time and network accounts—or used as a seed bed for the cultivation of accounts which, upon maturity, will be transplanted to the network. This subordination of spot to network deprives the station of both revenue and program flexibility.

**3** We have already mentioned the augmented bargaining power of the networks resulting from increased facilities. Fear of loss of their network affiliation may persuade many stations, against their preference, that it would be a good idea to let a network represent them. No overt pressure would be necessary to persuade many stations to take this action. They would do it simply as protection for their all-important network contract.

In such a situation the station manager's freedom of action and control over his national department would be seriously curtailed, so much so that he might accept an inferior representation service for no other reason than to retain a desirable network connection. Many station managers will find themselves in this difficult position if the networks go into the representation business.

If the FCC recommends, in response to

our petition, that networks stay out of representation, station managers will not be faced with this problem.

**4** Station individuality—in programing, in promotion, in client contacts—is a capital asset to a well-managed radio station. Indeed, individuality is the purpose, the end product, of good station management. The individuality of a network affiliate tends to be merged with the network-owned and operated stations with which it is associated when its national sales are handled by a network. Examples are WBT and WGY. The promotion, trade paper advertising, and national rate cards of the former have a family resemblance to CBS, and of the latter to NBC. Yet neither is owned by a network, just represented—with resulting loss of individuality.

**5** A national representative organization has an important part in the formulation of rates and rate policies for the stations it represents. In supervising the national spot rates and policies of its clients, a network-controlled spot sales organization cannot avoid reflecting its primary interest—which is, of course, network advertising. Certain rate advantages which spot broadcasting enjoys may, therefore, tend to be reduced or eliminated through the increased network control of spot rate cards which inevitably results from the representation by networks of more stations.

**6** Finally, the existence of a number of reasonably well-financed and well-managed representative firms willing to invest money and manpower in the sale of NON-NETWORK time is an important asset to broadcasters and advertisers, a kind of safeguard. The concentration of the national representative's efforts on the sale of NON-NETWORK broadcasting assures broadcasters of a source of income independent of the network. The existence of these firms affords stations an active national outlet for time and local productions. Their existence affords advertisers two vigorous and competitive radio advertising services.

If each of the networks takes on 20 to 30 stations (and why stop at 30?), the best stations will be withdrawn from the independent representatives. They, in turn, will be compelled to curtail their operations and their promotion of NON-NETWORK broadcasting. The independent source of station income for which the representatives constitute the broadcasters' warranty will gradually disappear, as will their ability to serve advertisers and agencies. Surely 35 sales organizations employing several hundred men are better for spot broadcasting than 3 or 4 employing 25 or 30 men each.

Spot and network are competitive forms of broadcasting. Therefore, it seems to us that the switch of *any* station from independent to network representation disturbs the equilibrium between network and national spot by placing more of *both* forms of broadcasting under network control. You might sum this up by saying that national representation by a network of any independently owned station is bad for all stations because it weakens spot as an independent source of

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national revenue for every station. And you might add that national representation of *any* NON-NETWORK owned station by a network is bad for advertisers because it reduces the flexibility and adaptability which constitute spot broadcasting's greatest values to the advertiser.

• • •

These, then, are the considerations which persuade this Association that the interests of its members, of broadcasters and of advertisers are parallel in this matter. Our petition is not directed at CBS alone, but at the expansion of three, and possibly four, networks into spot which will certainly follow a successful CBS attempt in this direction.

But why, you may ask, did we petition the FCC?

Because *existing* FCC regulations seem clearly to forbid network participation in station representation on any large scale. Portions of the network regulations were, we are told by counsel, specifically intended to permit station control of those hours not earmarked as network option time. With this time stations are to satisfy their local programing needs and compete with the networks effectively for national business. If control of all national time is assigned to a network, that competition vanishes.

The FCC Report on Chain Broadcasting concludes: "that it is against the public interest for a station licensee to enter into a contract with a network which has the effect of decreasing its ability to compete for national business. We believe that the public interest will best be served and listeners supplied with the best programs if stations bargain freely with national advertisers".

Since representation by a network palpably decreases a station's ability to compete with the network for national business, we concluded that the recent CBS action came within the scope of these regulations and we petitioned for a ruling on them. In doing so we resorted to existing regulations to protect our interests, in much the same way as a station might approach the Commission for enforcement of engineering standards to protect it from interference from another station. We've simply asked for enforcement of network, rather than engineering, standards.

These are the facts which the radio industry has a right to know.

The length of the foregoing explanation of our FCC action, in spite of the importance of this action to broadcasters and representatives alike, should not obscure the main purpose of the National Association of Radio Station Representatives, which is to *promote spot broadcasting.*

NARSR

NATIONAL ASSOCIATION OF
RADIO STATION REPRESENTATIVES

RADIO DAY at the Des Moines Advertising Club featured C. E. Hooper of C. E. Hooper Inc. and A. D. (Jess) Willard, NAB executive vice president, as guest speakers, and brought together this gathering. They include (l to r, seated): Paul A. Loyet, WHO Des Moines; Harold Fulton, KRNT Des Moines; Charles Miller, KRNT; Paul Elliott, Ad Club president, KRNT; Mr. Hooper; Mr. Willard; W. W. Woods, WHO; Allen Curnutt, KCBC Des Moines. Standing, John Boler, KIOA, Des Moines; Max Friedman, KSO Des Moines; Phil Hoffman, KRNT; Jim Kelehan, KWDM Des Moines; Don Shoemaker, KSO; Maurice McMurray, WHO; Bob Dillon, KRNT; Bill Wiseman, WOW Omaha; Joe Hudgens, KRNT.

## HESLEP LEAVING MBS TO EDIT 'CQ' SERVICE

CHARTER HESLEP, Washington manager of Mutual Broadcasting System, resigned that position last week to become executive editor of *Congressional Quarterly News Features*, a group of specialized news services covering the House and Senate. Mr. Heslep assumes his new duties Jan. 2. *Congressional Quarterly* is owned and published by Nelson Poynter, owner of WTSP St. Petersburg, Fla., an MBS affiliate, and editor of *The St. Petersburg Times*.

Mr. Heslep

Although the *CQ* services up to now have been geared primarily to serving editors and editorial writers, it is hoped a new service will be started, depending on the FCC decision on editorializing on the air. Using Mr. Heslep's experience in both radio and newspapers, Mr. Poynter hopes to give radio licensees and news directors basic material to help them prepare "auditorials" on public issues, done on a non-partisan basis.

Mr. Heslep entered radio in 1941 as night editor of NBC New York. He had previously been the managing editor of the Washington *Daily News*. During the war, Mr. Heslep served as radio news censor. In November 1944 he became Washington representative for Mutual. He worked with Rep. Estes Kevauver (D-Tenn.) on *20th Century Congress*, which was published last May.

## Coy Names John Hayes Station Manager Of WINX WINX-FM; O'Donnell Resigns

JOHN S. HAYES, station manager of WQXR and WQXQ (FM) New York, has been named station manager of WINX and WINX-FM Washington, Wayne Coy, executive vice president of the *Washington Post* radio properties announced last week. Mr. Hayes will take over his new duties Dec. 29. He succeeds R. C. O'Donnell, who resigned Dec. 4, and whose future plans have not been announced.

Mr. Hayes

In view of the speculation over Mr. Coy's appointment to FCC chairmanship in early January, it is believed that Mr. Hayes may be groomed to take over Mr. Coy's post as radio director of the *Post* radio interests, which include WINX, WINX-FM and facsimile.

Mr. Hayes began his radio career with WIP Philadelphia as coordinator of sales and programming. He left that post in 1936 to become assistant program director of WOR New York, where he remained until joining the Army in 1941. Two years later he became affiliated with the newly-formed American Forces Network. Early in 1944 he was made chief of AFN, with rank of lieutenant colonel.

For five months he served as assistant director of Troop Broadcasting Services under General Eisenhower. In this capacity he coordinated American, British and Canadian broadcasting beamed to the troops in the European Theater.

For his work with AFN and Troop Broadcasting Services, Colonel Hayes was decorated with the Legion of Merit, the Bronze Star, French Croix de Guerre, and Order of the British Empire.

Following his war service, he joined WQXR. His WQXR position will not be filled. He is the author of a radio textbook, *Both Sides of the Microphone*.

### Snyder's Daughter

WHILE official and social Washington wondered what had become of Drucie Snyder, the daughter of Secretary of the Treasury John W. Snyder, she was serving a radio apprenticeship at WBCC Bethesda, Md., just over the line from Washington. She started at the bottom, doing everything from telephone answering to typing. Now Drucie has her own staff and her own program, *News and the Woman's Angle*. On her staff are Paul Shinkman, veteran correspondent, and John Hugh, former network producer. Her program is 11-11:15 a.m. Monday through Friday. "Drucie has what it takes," says Willard D. Egolf, president of WBCC and a member of the NAB board.

## BBC Announces Several Executive Post Changes

AIR MARSHALL Sir Norman Bottomley, deputy chief of air staff during the war years, has been named director of administration of the British Broadcasting Corp., following the formation of a new board of management.

Sir Noel Ashbridge, former deputy director-general, was appointed director of technical services; B. E. Nicolls, former senior controller, director of home services and Maj.-Gen. Sir Ian Jacob, former head of European services, director of overseas services.

Norman Collins, former head of the Light Program, was appointed head of television following the resignation of Maurice Gorham. Mr. Collins' assistant, Thomas Chalmers, is serving as acting head of the Light Program.

## Taylor Says U. S. Radio Can Aid United Nations

U. S. RADIO can aid the United Nations by persuading listeners that UN is "an instrument of public diplomacy," Davidson Taylor, CBS vice president and director of public affairs, said last week in an address before the American Nobel Anniversary Committee dinner at the Hotel Astor, New York.

"The broadcasts of news by UN radio are undoubtedly the most unbiased in the world," Mr. Taylor declared. "They have to be for 57 nations to agree on them. Most of the adjectives and adverbs are cut out of UN news broadcasts and what is left is plain fact."

COMPLETE list of CBS advertisers has been mailed by the network, in the form of a folder which spreads out to arms-length, to CBS client, agency, and prospect list.

## MANAGEMENT

HAROLD A. WINTHER, formerly with commercial staff of WTCN Minneapolis, has been appointed manager of KWNO Winona, Minn. He succeeds L. L. McCURNIN, resigned. Mr. Winther previously was an account executive at WDGY Minneapolis.

LEON LLOYD, former manager of KBOW Butte, Mont., has been appointed general manager of KBKI Alice, Tex.

ED KIHN, former commercial manager of KHAS Hastings, Neb., has been appointed manager of KGFN Grass Valley, Calif. He succeeds HOWARD SMILEY, who resigned to enter newspaper advertising business.

JOE LONG Jr., formerly with WROL Knoxville, Tenn., for six years, has been elected vice president and general manager of WSTS Southern Pines, N. C. He replaces JOHN C. GREENE Jr., resigned.

EARL C. PACE, chief engineer and assistant manager of WGLN Glens Falls, N. Y., has been appointed sales and general manager of that station. He succeeds CARL MATTISON, former general manager who has been named WGLN production manager.

NORMAN S. McGEE was appointed vice president in charge of sales last week for WQXR and WQXQ (FM), New York. Mr. McGee, who joined WQXR in 1937, succeeds HUGH K. BOICE, who remains as vice president of stations with general executive duties.

LES JOHNSON, general manager of WHBF and WHBF-FM Rock Island, Ill., has been named chairman of Board of Commissioners of Metropolitan Airport Authority of Rock Island County. Mr. Johnson also has been reappointed to serve for third year as member of Aviation Committee of Illinois State Chamber of Commerce.

G. LALIBERTE has been appointed manager of CHEF Granby, Que., succeeding JACQUES THIVIERGE, resigned.

HOWARD W. DAVIS, owner of KMAC and KISS (FM) San Antonio, and Maidell Huseby were married Dec. 1.

LLOYD E. YODER, general manager of KOA Denver, has been appointed to serve as chairman of Denver Olympic Games Committee.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, has been appointed lecturer in the Radio Station Management course at Ohio State U.

LESTER L. GOULD, manager of WJNC Jacksonville, N. C., has been elected president of Jacksonville Chamber of Commerce.

EDGAR L. TIDWELL, manager of KSDJ San Diego, is the father of a girl.

# What Makes A Ra

## PROGRAMS

"Local programs of a size and quality unexcelled by any radio station—anywhere." These include Reginald Stewart and the Baltimore Symphony Orchestra, the B. & O. Glee Club of 100 male voices, the WBAL String Orchestra, the WBAL Dance Orchestra, the "Baltimoreans", vocalists Gloria Halliday, Helen Alford, Galen Fromme, Lloyd Knight, Conrad Knight, John Evans, Musical Directors Dr. Allan Dash and Joe Miller, the Hi-Jinks program, Mollie Martin, Al Ross and guests "Around the Breakfast Table", plus NBC "America's No. 1 Network" programs.

## PUBLIC SE

Dr. David E. Weglein is WBA Public and policy are to contribute the im fare of the communities which BAL include early morning and noon programs, weather reports, the BAL People, Junior Town Meeting's T gressmen Report and many other lo programs.

Dr. Weglein is general chairman announced to select individuals and WBAL Awards for Outstanding Ac

## STANDARDS

WBAL's continuity acceptance and program regulations are among the most stringent in the industry. Advertising copy must be truthful, in good taste and of proper length. Many programs and announcements are unacceptable to WBAL. Religious programs are not sold, but free time is provided. No telephone call "reward for listening" programs are broadcast.

## MAR

Baltimore, America's sixth city, th ware and parts of Pennsylvania, V are more than 900,000 radio famil in this area.

## POWER

50,000 Watts—greatest amount of power allowed any American commercial radio station.

WBAL—50,000 WA
"One of America's
2610 N. Charles Str
Represented Nationally by

# dio Station Great?

## SERVICE

WBAL Public Service Counselor. Purpose ute the improvement, benefit and wel- which WBAL serves. Some of the services an noon farm programs, religious ts, the WBAL Radio Forum, Report to the eeting's Their Opinion, Maryland Con- any other local and NBC public service

al chairman of the committees recently divid and organizations to receive the tstan g Achievement.

## FACILITIES

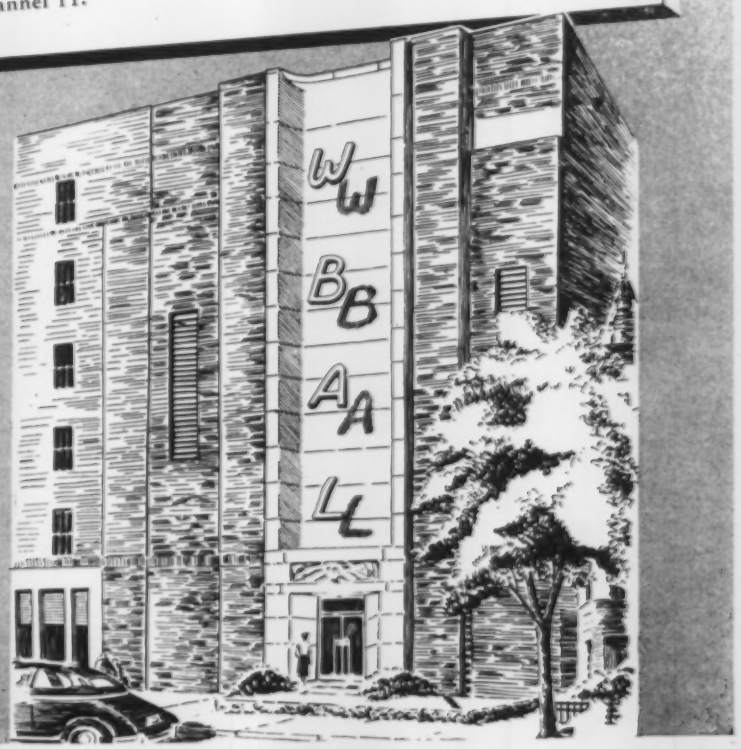
WBAL's "New World of Tomorrow" studios are the most modern and finest in the country. The WBAL transmitter was made in Baltimore and installed just before the war. It is located on Winan's Road, north of Pikesville. WBAL has all three news services, the two foremost transcription services and an experienced organization of more than eighty persons.

## TELEVISION

Mr. Harold See, for 17 years with NBC and considered one of America's top television men, has been appointed Manager of WBAL-TV. The station will broadcast programs late this year on Channel 11.

## MARKET

sixth ..., the States of Maryland and Dela- nsylvania, Virginia and West Virginia. There 0 radio families (more than 3,600,000 people)




000 WATTS—NBC AFFILIATE
America's Great Radio Stations"
... Street, Baltimore 18, Md.
...ly by Edward Petry & Co., Inc.

# Editorial

## Southern Discomfort

DOWN KENTUCKY way the tax collector is on the radio prowl. He has authorized an attorney, who works on a 5% commission, to try to collect about $1,100,000 in back franchise, gross receipts and income taxes from the nation-wide networks and 16 Kentucky stations. The attorney, under his contract, would get a neat $57,500 if he collected the full amount, allegedly due for 1942-1946.

Attorneys for the stations, which were sued in state circuit court, appear not too greatly concerned. They point out that in 1937, after the then Commissioner of Revenue had claimed taxes from radio, the Attorney General ruled that stations are not common carriers or public utilities and are not subject to franchise or other discriminatory levies. Other attempts by states to sock radio have been successfully resisted, although a sales tax on intrastate business, as distinguished from gross revenue, has been sustained by the New Mexico Courts.

Radio is an instrument of interstate commerce. As such, it is subject only to jurisdiction of the Federal government. Thus, taxation by states and their subdivisions has been held a usurpation of the powers of the United States. For the states to move in also is regarded as in derogation of the free speech clause of the First Amendment.

These quests of states and cities to tap radio, nevertheless, shouldn't be taken lightly. The Kentucky suit, like these others, may get nowhere. But they reflect a symptom. States are constantly seeking new revenue sources. The Kentucky suit cites station profits, network revenues and high prices paid for station acquisitions. The fact that the radio law specifically excludes radio from the public-utility, common carrier field is blithely ignored. Radio is lumped in with telephone, telegraph, busses and railroads, all of which are protected franchises and subjected to rate regulation.

The fact that stations pay their Federal taxes, as well as state income taxes (if any) also is ignored. Networks, evidently, were just thrown in. The networks own no property in Kentucky and do business in the same manner as any other so-called foreign corporation.

The Kentucky cases remind us of the triple-damage suits seeking a fantastic $33,000,000 from CBS, Schenley and others brought in 1946 by Rev. Sam Morris, the dry leader and radio campaigner, on behalf of the National Temperance and Prohibition Council. Counsel for Rev. Morris was Henry M. Johnson, well known Louisville attorney, who also serves as president of the Council. William H. Walden special attorney who holds the contract for the Kentucky Collector of Revenue, appears to take the same tack in his suits. Rev. Morris, it will be recalled, was a witness before the Senate Interstate Commerce Committee hearings on the White Bill (S-1333) last June. He whaled away at the networks and radio generally; he deprecated radio profits; and he remonstrated against beer and wine advertising on the air.

There may be more than meets the eye in the Kentucky suits. Broadcasters cannot rest on old defenses against state forays upon Federal domain. Courts change. So do laws. We hope that the Kentucky broadcasters and the networks, backed to the hilt by NAB, will join issue. The decision there could well set a pattern for all states.

## The Winner

THE THEATRE GUILD is producing for NBC television this winter a series of video versions of Guild stage successes featuring many of the Broadway stars [BROADCASTING, Dec. 1]. The experiment may answer the video question: Should pure entertainment be presented "live" or be filmed in advance?

The arguments are:

**1. Television's greatest advantage is that it permits the viewer to see the action as it occurs.**

**2. The viewer would rather see a film edited for maximum entertainment than a "live" show handicapped by studio limitations.**

Advocates of films say an actor must rehearse for weeks to give a really good performance. They see advantages in shooting a scene at a time, possibly from several angles, and choosing the best for the final picture. Those favoring live video point to the waste of duplicate shooting and charge it is more costly than the necessary rehearsals.

In the Guild series "live" programming gets its chance. The plays have already pleased audiences; their actors are familiar with the parts and need only accustom themselves to the changes required by the new medium. Guild theatrical skill and NBC video know-how should insure peak production.

The success which seems certain will prove live programming has its place in television apart from sports and special events. It will give television motion picture producers a mark at which to shoot. The true video fan hopes both ways succeed. For if they do he will be the winner of the live-vs-film argument and get good entertainment by both techniques.

---

*CLIMAXING increasing awareness of the possibilities of television in radio and media circles alike was the Television Broadcasters Assn. meeting in New York Wednesday. Two of the country's largest advertisers, American Tobacco and Ford, expressed faith in video by pointing to advertising results and promising to continue and expand its use. There, too, amazing progress on the technical side was announced: Coaxial cable from New York to Chicago in 1948 and a C.O.D. program network for video stations. The momentum is here on TV. It looks like high gear from now on.*

---

## Lost: A Radio Friend

MAJ. GEN. ALEXANDER D. SURLES, former Director of Public Relations of the War Department, was laid to rest in Arlington Cemetery last week.

The Army lost a good soldier and American radio lost a good friend.

It was under the general's direction that radio was given remarkable wartime latitude and recognition by the Army.

Turning away from all plans for the wartime control of domestic radio stations by the military—which could have been easily done under the terms of the Communications Act—he was largely instrumental in preserving radio's freedom of action, short of military security. Rather than place Army radio in the hands of military brass, he turned to radio to provide experts, placed them in uniform to develop the policies and procedures which culminated in the greatest coverage of any war in history.

With his full support and the cooperation of a patriotic system of American radio, they were able to develop radio as a new weapon of command and the greatest morale builder during the war, at home and overseas.

Though he has gone to his reward, his memory will live long in the annals of radio.

## *Our Respects To—*

HOWARD CHARLES LUTTGENS

MORE than three decades ago, Howard Charles Luttgens had an idea that wireless telegraphy was going to amount to something worthwhile. He still nutures that happy form of insanity.

Today, as chief engineer of NBC Central Division, a post which he has held for the past two decades, Mr. Luttgens (pronounced LUTCH-ens) could well afford to point with pride to his contributions in the industry. But by contrast, he quietly pursues his department's administrative duties which entail supervision of more than 64 engineers and office personnel.

Howard Luttgens was born in Elizabeth, N. J., on Sept. 5, 1902 and shortly afterward moved with his parents to Roselle Park, N. J., where he acquired his grade and high school education.

Actually, the radio bug first attacked him in 1914 when he was 12 years old. Within a year it was inevitable that Howard Luttgens, equipped with his own sending and receiving apparatus, should join that great fraternity of amateur operators, the "hams." Later, while in high school, he implemented his ham operator experience (call letters—2 B C C) by doubling back to Elizabeth for night classes at the New Jersey School of Radio.

After the outbreak of World War I, in 1918, Mr. Luttgens—then only 16—was hired by Marconi Wireless & Telegraph Co. of America and assigned to the submarine and aircraft transmitter section.

After the war, the General Electric Co., Schenectady, acquired the Marconi properties and, along with them, the services of the young Mr. Luttgens, still in his teens. GE promoted him to the post of test engineer of the transmitter and receiver test department in 1920, a year he is not likely to forget.

At that time the company had just completed a new building and, to commemorate the occasion, planned a house-warming program for employes. Mr. Luttgens hit upon the idea of "wirelessing" the event. He suspended a huge megaphone, attached to an ordinary telephone, above the program platform and connected it with one of the firm's experimental 50-w transmitters. Then he called some of his ham operator friends and told them to listen.

The program got under way and Mr. Luttgens put it on the air, pleased as punch that he was giving listeners something brand new

*(Continued on page 60)*

**FINE MUSIC AT THEIR FINGERTIPS** The flick of a switch . . . a world of fine music at the fingertips of more than half a million families listening habitually to "New York's Most Beloved Radio Station." Because they tune to WQXR-WQXQ so faithfully, no other station can reach them as often. More and more advertisers, eager to reach the heart of New York's purchasing power, are turning to WQXR-WQXQ because its audience is pre-selected . . . above-average in income . . . discriminating in taste . . . loyal to advertisers who bring them the music they love. For greater sales, use WQXR-WQXQ . . . the stations distinguished for fine music and the news bulletins of The New York Times.

**WQXR**

*. . . and FM Station WQXQ*

*Radio Stations of The New York Times*

SELL
1 OUT OF 4
CITY FOLKS IN THE
SOUTH'S No. 1 STATE
All WITHIN OUR
PRIMARY + AREA

• WINSTON-SALEM
• GREENSBORO
• HIGH POINT
2.5 MV/M
MEASURED
SIGNAL

210,200 PERSONS
$179.469.000 in Retail Sales
$283.685.000 in Buying Income

We Lead Day and Night
in This Big Tri-City Market

Write for our
BMB DATA FOLDER

WSJS
AM WINSTON-SALEM FM
THE JOURNAL-SENTINEL STATIONS

NBC
AFFILIATE
National Representative
HEADLEY-REED COMPANY

## Respects

(*Continued from page 58*)

—it was entertainment on the air!

Then the telephone rang. It was a Brooklyn Navy Yard official on the wire and, please, could he speak to "the guy" who was broadcasting on a certain frequency? Qualmy all over and feeling like the schoolboy who had just been caught firing spitballs at the teacher, Howard Luttgens picked up the receiver. (Actually his fear was well grounded, because the war had been over only a short time and the government had not yet fully reinstated amateur wireless operations.) Swallowing hard, he identified himself. What followed was totally unexpected.

"Say, that's a good program," the official told him. "It's coming over fine."

"You mean I'm not in trouble?" the young engineer asked, wiping a beady brow.

"Trouble? Not at all. Keep it up; it's great stuff." Thus Mr. Luttgens had made his first significant contribution to a budding industry.

Although a bright future lay ahead of him with GE, he craved even wider knowledge of his chosen career and some excitement, too. Consequently, in the latter part of 1921 he joined the Merchant Marine as radio operator and shipped aboard the *S. S. Tampico* and the *S. S. Algonquin* for several tours of the West Indies.

### Joined Old WBS

Returning to dry land the following year, he joined the staff of WBS Newark, N. J. (now defunct). Ostensibly he was Chief Engineer but, in addition, he assumed the duties of manager, announcer, and general staff.

In an interesting "period" item reflecting early radio, the *Caldwell* (N. J.) *Progress*, on May 12, 1923, described the WBS studio, which Howard Luttgens set up, as resembling "any good-sized dining room, with the exception of the heavy burlap hanging from walls and ceiling to do away with troublesome reverberations. A piano in one corner, a phonograph, tables with magazines, music and portfolios, gave it a home-like appearance. Only the long table along one wall, with the four-bulb transmitter and a couple of receiving sets, lent an air of radio to (it)."

The newspaper observed that the station offered "good music, too. With their leader standing in the background . . . every man kept perfect time, eight feet beating the studio rugs in unison. Once in a while Mr. Luttgens stepped outside to check up the modulation in a monitor-receiving set in an adjoining room . . . the [broadcasting] room thundered with harmonic static . . ."

In reminiscing, Mr. Luttgens rightly considers that period a milestone in his life inasmuch as it marked a transition from broadcast code to commercial radio.

In 1923 he became chief engineer at WAAM Newark and the following year joined WEAF New York, at that time owned by American Telephone and Telegraph. Meanwhile NBC was being organized, and in 1926 the new network acquired WJZ New York as a key station and transferred Mr. Luttgens as radio engineer.

When NBC opened WMAQ Chicago in 1927 it sent him there to supervise construction.

### Appointment in 1929

NBC officially appointed him in 1929 to his present position as division engineer. One of his duties was technical supervision of the Chicago Civic Opera broadcasts from the old Auditorium Theater. He also had a hand in short-waving the National High School Orchestra concert from that theater in April of 1928, a feat widely heralded.

In 1933 at the opening of the Century of Progress exposition, there was much public interest over a projected balloon flight to the stratosphere, and the division engineer hopefully suggested to company executives that the flight would afford an excellent opportunity for the first radio broadcast miles above the eatrh.

Enthusiastically they concurred, and under sponsorship of NBC and the *Chicago Daily News* the flight was attempted that summer, only to be forsaken due to balloon trouble. Later that year, in November, the venture was put to the test again, with the balloon ascending from Akron, Ohio, under the participating supervision of the then Lieut. Commdr. T. G. W. Settle (U. S. N.) and Maj. Fordney (U. S. M. C.). Thus radio did explore the atmosphere, and listeners heard Maj. Settle nonchalantly report, "Most interesting thing you can imagine being up here."

Behind the stunt, of course, lay a tremendous amount of radio work, involving shortwave facilities in Chicago, New York and Akron. Mr. Luttgens, who had dreamed about trying it for a whole year, was credited with engineering a highly successful broadcast.

Several leading professional organizations have accorded Mr. Luttgens membership in recognition of his abilities. They include: Institute of Radio Engineers, Western Society of Engineers and the Physics Club of Chicago. In addition, he belongs to both the Kaltenborn and NBC 20 year clubs and the Merchants' and Manufacturers' Club. During the war Mr. Luttgens, a registered professional engineer in Illinois, served on the technical advisory board of the Chicago regional office of OCD.

He likes gardening, in which he dabbles, as well as a little hunting and fishing. His home is in suburban Park Ridge (Ill.) where he lives with his wife, the former Myrle Schwarz, whom he met during high school days in Roselle Park, and their son, Paul, 11.

One of his hobbies is collecting cigars, which he has saved religiously since 1932 (when he gave up smoking). Most of them were given on the occasions of births and weddings, each carrying a label with an appropriate notation.

He also keeps a fat scrapbook, and the clippings conjure a vivid picture of radio's own childhood days when an orchestra leader stood in the background and "every man kept perfect time, eight feet beating the studio rugs in unison . . . and the room thundered with harmonic static."

## News

**WAYNE C. OLIVER**, assistant night editor of AP radio news department in New York, has been appointed AP radio and television reporter to specialize on news developments in commercial, entertainment, research and labor phases of the industry. He will work from business news desk in New York. Mr. Oliver has been with AP for ten years and has been assistant night editor of radio news department for past three years.

**TONY GASTON**, announcer at WKZO Kalamazoo, Mich., has been appointed news editor of that station. **BETTY JANE NEFF**, former freelancer, has joined WKZO as assistant to Mr. Gaston.

**EMMETT A. HASSETT**, sportscaster formerly with KROS Clinton, KTRI Sioux City, KFBI Wichita, Kan. and KAYX Waterloo, Iowa, has been appointed sports director for KCRG and KCRK (FM) Cedar Rapids, Iowa. **DAN JACKSON**, formerly with KORN Fremont, Neb., has joined KCRG and KCRK as farm director.

**CARL ROTH**, who has been with KXEL Waterloo, Iowa, for one and a half years, has been appointed farm director of KXEL and KXEL-FM.

**NAT ALLBRIGHT** and **BILL RHODES** Jr., sportscasters for WGBA and WGBA-FM Columbus, Ga., were honored at banquet Dec. 4 for their part in promoting Fort Benning football team season. Mr. Rhodes and **DAVE WIDDER**, WGBA news editor, also have been commended by Commandant of Fort Benning, for their broadcast of "operations combine," military maneuvers staged in September.

LIBEL and
SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism
These daily hazards can be
INSURED.

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Our EXCESS POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS
REINSURANCE
CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

# WIN, PLACE or SHOW!

## Your KFJZ-WRR Combination is ALWAYS *"In the Money"* in the $Billion$ Ft. Worth-Dallas Area!

### LATEST HOOPERATINGS

Ft. Worth-Dallas May-September 1947

| | KFJZ-WRR | Station "A" | Station "B" | Station "C" |
|---|---|---|---|---|
| Weekday Mornings | **20.2** | 23.8 | 17.2 | 21.9 |
| Weekday Afternoons | **16.0** | 37.8 | 14.3 | 11.8 |
| **COST of 60 Sec. Spot—Open Rate** | **$20*** | $66 | $60 | $20 |
| Evenings | **16.9** | 27.7 | 21.7 | 12.6 |
| Sunday Afternoons | **23.0** | 24.9 | 18.4 | 13.7 |

**Combination rate—TWO 5,000 WATT Stations—Reaching 410,033 Radio Families*

## *We're PROUD of our "Seconds" and "Thirds"—Look at the COST!*

**KFJZ-WRR AREA** (100-Mile Radii)

| | |
|---|---|
| *Population | 1,898,300 |
| *Buying Income | $1,890,148,000.00 |
| Bank Deposits | $1,904,769,000.00 |
| *Retail Sales | $1,239,913,000.00 |
| *Wholesale Sales | $1,662,055,000.00 |
| Auto Registrations | 498,255 |
| †Radio Families | 410,033 |

*Sales Management, 1947. †B.M.B. Area Survey, 1946.

Take the cold, hard figures of the latest available Hooperating for Fort Worth-Dallas—for a cost of *less than half* the average of all major competing stations, you get a *double* coverage by two regional 5,000 watt stations, whose listening "pull" is right on the heels of the leader!

In Fort Worth-Dallas, it's KFJZ-WRR, simultaneous or separate schedules, for but a SINGLE PRICE!

TEXAS' BEST RADIO BUY

KFJZ FT. WORTH — WRR DALLAS

TWO STATIONS FOR ONE PRICE

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

# AGENCIES

**WILLIAM R. FORREST,** account executive of Foote, Cone & Belding, Chicago, has been appointed executive assistant to **FAIRFAX M. CONE,** chairman of FC&B board, and **J. HUGH DAVIS** vice president and manager of Chicago office.

**GEORGE I. CHATFIELD,** who has been with Kenyon & Eckhardt, New York, since May 1947, has been elected a vice president of the agency. Prior to joining agency Mr. Chatfield was assistant advertising manager of Lever Brothers for 19 years. He worked on advertising campaigns of Rinso and Lifebuoy including "Amos 'n Andy", "Big Sister" and "Bob Burns" programs.

Mr. Chatfield

**ANNETTA C. HART** and **DAVID BOFFEY** have joined copy department at Geyer, Newell & Ganger Inc., New York. Miss Hart was copy writer at Lord & Taylor before joining the agency, and Mr. Boffey formerly was with Newell Emmett & Co., New York.

**R. C. LIVINGSTON,** freelance producer, has joined J. Walter Thompson Co., Hollywood, as television producer, and has been assigned to new cooperative program "On The Air" under supervision of **NORMAN BLACKBURN,** agency vice president.

**RICHARD K. STANTON,** representative for West-Marquis in Portland, Ore., has joined Butler-Emmett Agency, same city, as account executive.

**RICHARD DAVIS,** recently shifted from Chicago radio department of Foote, Cone & Belding, has been assigned agency of NBC "Bop Hope Show."

**ARTHUR R. MEARES,** former advertising manager of Centaur division of Sterling Drug Inc., New York, has joined Roy S. Durstine Inc., New York, and will be associated with package goods activities of the agency.

**JULIAN PEARSON,** assistant director of media for Gray & Rogers, Philadelphia, has been transferred to contact department. **EDGAR W. BAIRD** 3d is replacing Mr. Pearson in media. Mr. Pearson formerly was with N. W. Ayer & Son and went to Gray & Rogers two years ago. Mr. Baird formerly was with Benjamin Eshleman Co., Philadelphia.

**ROBERT A. McANULTY** and **DALE JOSEPHSON,** both previously in radio work, have formed McAnulty & Josephson Adv. Agency, Portland, Ore.

**FRANK FLINT,** of radio department of McKim Adv. Ltd., Toronto, has been appointed radio director of that agency, succeeding **E. W. BRODIE.**

**THOMAS McNAMARA,** account executive formerly with Knollin Adv., San Francisco, has joined Smith, Bull & McCreery, that city.

**EDDIE WILLIAMS,** radio director of J. Walter Thompson Co., Buenos Aires, is in Hollywood for 10 days conferring with agency executives and checking production innovations.

**JIM CUNNINGHAM,** formerly with Roy S. Durstine Inc., New York, has been named general account executive at Casmir Adv., New York.

**WILLIAM E. BROWNELL,** former continuity director at WJW Cleveland, has joined creative staff of Griswold-Eshleman Co., Cleveland, as assistant account executive.

**HAROLD G. McCOY,** director of public relations, **JOHN A. E. McCLAVE,** merchandising director, and **B. KIDD,** copy director, all of Lewis & Gilman Inc., Philadelphia, have been elected vice presidents of the firm.

**GEORGE DRAKE,** vice president of Swaney, Drake & Bement Inc., Chicago, is in Hollywood to confer with **JAMES EMMETT,** newly appointed West Coast manager, and to look over radio programs for Kaiser-Frazer Corp. and other accounts serviced by agency.

**JOHN S. McNAMARA** has joined copy staff of Brooke, Smith, French & Dorrance Inc., Detroit and New York.

**JOHN H. PUGH,** formerly with Frank Oxarart Co. and The Mayers Co., Los Angeles, has been appointed director of media and research of Marketers Inc., Los Angeles.

**ACE PRODUCTIONS,** San Francisco agency, Dec. 1 changed firm name to **GRAHAM GLADWIN,** acquiring name of its owner. New temporary headquarters have been established at 1166 Haight St., pending completion of larger headquarters. Telephone: Klondike 2-1219.

**MAX SAPAN,** formerly with J. Walter Thompson Co., New York, for nearly two years, has joined Emil Mogul Co., New York, as copywriter.

**HERBERT A. GOLD,** former president of Gold's Drug Stores and member of executive committee of Affiliated Drug Stores, has been appointed director of merchandising for Byrne, Harrington & Roberts Inc., New York.

**WALTER WEIR, Inc.,** New York, has been elected a member of American Assn. of Adv. Agencies.

**J. J. DICKELY,** former copy chief on American Home Products accounts at W. Earl Bothwell, and before that copywriter at Ted Bates, Inc., and Benton & Bowles, has joined copy staff of Roche, Williams & Cleary, New York, to work on all of agency's eastern accounts.

**SHERMAN K. ELLIS,** who has been acting in advisory capacity to LaRoche & Ellis, New York, announced his resignation last week as a director. Mr. Ellis originally organized the firm under name of Fletcher & Ellis 15 years ago. He was elected senior consultant and a director of the agency in June [BROADCASTING, June 16].

Mr. Ellis

**RICHARD DANA,** has resigned from radio staff of Foote, Cone & Belding, New York, and is now with Roy De Groot Consultants Inc., New York, as radio script consultant. **JOHN KUCERA,** business manager of radio department of Foote, Cone & Belding, has resigned effective immediately.

**FREDERIC J. TRUMP,** recently president of Royal Pharmacal Corp., New York, has joined McCann-Erickson, New York. He will handle Revlon Products Corp. account.

**RUTH REYNOLDS,** commercial writer for Young & Rubicam, Hollywood, has transferred to New York office.

**C. E. TRAPP,** former advertising and sales manager of Haliburton Manufacturing Co., Los Angeles, has joined Agency Assoc. Inc., Los Angeles, as account executive.

**WILLIAM KAUP,** formerly with Nielson Agency, Huntington Park, has joined Darwin H. Clark Adv., Los Angeles, as copywriter.

**ROBERT J. McANDREWS,** Young & Rubicam, Hollywood audience promotion manager, has been appointed advertising liaison on Los Angeles County Centennials Observance Committee.

**RICHARD BERGGREN,** account executive of Smith, Bull & McGreery Adv., San Francisco, has shifted to agency's Hollywood office in similar capacity.

**EDWARD A. ALTSHULER,** radio director of Ross, Gardner & White Adv., Los Angeles, is the father of a boy, David Ross.

**DON BELDING,** chairman of board of Foote, Cone & Belding, Los Angeles, has returned from several months in Washington, D. C. where he served as chairman in charge of operations on Citizens Food Committee.

**JACK A. MacLAREN,** president of MacLaren Adv. Co. Ltd., Toronto, with branches throughout Canada, was presented with silver tray on Dec. 1, by his associates on marking 25 years with his agency.

**ROBERT A. GILRUTH,** formerly with J. R. Pershall Co., Chicago, has joined copy department of LeVally Inc., Chicago.

**BERNARD L. SACKETT,** formerly with Sackett & Prince, New York and Hollywood, has opened new agency, Bernard L. Sackett Agency, located at 904 Bankers Securities Bldg., Philadelphia. Agency will produce and place programs and commercials for television.

**JOHN R. MAHON,** former account executive of Russell T. Gray Inc., Chicago, has joined Armstrong Adv., Chicago, in similar capacity.

**GEORGE PAPINEAU,** former sales manager in Chicago area for General Mills Inc., has joined Needham, Louis & Brorby Inc., Chicago, as merchandising advisor.

**RICHARD T. GUPPY,** former production manager of Mac Wilkins, Cole & Weber, Adv., Seattle, has joined R. W. Webster Adv., Los Angeles, in similar capacity.

**SWANEY, DRAKE & BEMENT Inc.,** Chicago, has opened West Coast offices at 6331 Hollywood Blvd., Hollywood. **JAMES EMMETT,** until recently head of his own Portland agency, and prior to that with Kaiser-Frazer Corp., Long Beach, Calif. plant, has been named agency's West Coast manager.

## New York FM Set Total Is Increasing, Says Pulse

A STEADY increase in the use of FM receivers in the New York metropolitan area was reported by the Pulse Inc. last week in the latest of its quarterly FM surveys, which were supported by NBC, CBS, WQXQ (FM) New York and WFMO (FM) Jersey City.

From January to October 1947, the number of New York homes with FM sets increased 48% over the figure at the beginning of the year, according to the Pulse report. A substantial increase in the workability of FM receivers also was noted. In January one set in five in the New York area was not in working condition. This ratio had been whittled to about one in 10 by October, the Pulse said.

## William B. Remington

WILLIAM BRODIE REMINGTON, 57, president and treasurer of Wm. B. Remington Inc., Springfield (Mass.) advertising agency, died Dec. 6 at Roosevelt Hospital, New York. He had been critically ill for more than a month. Mr. Remington founded Wm. B. Remington Inc. on Jan. 2, 1927. Previously he had been vice president and sales manager of Whiting and Cook Inc., Holyoke, Mass., general sales manager of Huyler Inc., New York, and sales management counsel for Charles W. Hoyt Inc., New York.

**WBTM**
**DANVILLE, VIRGINIA**
*The Voice of the Rich Piedmont Region**
Now 5000 Watts
1000 Night
PHONE SANDY GUYER
DANVILLE 2350
** In a certified postcard survey just completed 79.7% of the replies in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*
*American Broadcasting Company*
GEORGE P. HOLLINGBERY CO.
National Representatives

# you...and who else?

Nobody likes to be just one of the crowd. And the bigger the crowd, the easier it is to get lost in it.

The same thing applies to the station representation field. The bigger the list of stations a representative tries to serve, the easier it is for some of them to get lost in the shuffle.

***The Bolling Company is founded on the principle that it's better to serve a few, well-managed stations*** **thoroughly** ***than a lot of them haphazardly.***

***That is why The Bolling Company list will be complete when a total of*** **12** ***stations are enjoying the benefits of The Bolling Plan.***

In this way, every Bolling-represented station knows that it will always enjoy all the intensive benefits *possible only* under this custom-built program of national spot selling. It can remain sure that experienced Bolling men are devoting all of their talents to the single purpose of increasing its business.

Unique in concept, built for results. The Bolling Plan accommodates only a *few* stations. More than "service", more than "representation", it provides for a long-range association between representative and station that leads only to mutual success.

***The Bolling Company*** ***radio station representatives***

NEW YORK • CHICAGO • HOLLYWOOD

## 4 Weekend Program Time Changes Listed by CBS

*THE FIRST NIGHTER*, heard on CBS Saturdays at 8 p.m., will switch to Thursdays, 10:30-11 p.m., effective Dec. 18, the network announced last week. The Saturday spot will be filled by a sustaining program not yet designated.

Three other program changes have been announced by CBS, effective early in January. *The Hour of Charm*, Sundays at 4:30 p.m., will switch to 5:30-6 p.m. effective Sunday, Jan. 4. Hoagy Carmichael, now heard Sundays at 5:30, switches to Saturdays, 7:30-7:45 p.m. on Jan. 3, and *Joseph C. Harsch and the News*, now on Sundays at 5:45 p.m, switches to a new time, to be announced early in January.

### Cigars on ABC

CIGARS wrapped in colorful gold and red bands are being distributed by ABC Central Division promotion department to promote Groucho Marx program, "You Bet Your Life," audience quiz show. Copy reads: "Monday, 7 p.m., Light Up. With Groucho Marx in 'You Bet Your Life.' It's Sure Fire. WLS-WENR. Dial 890."

NEW CONSOLE radio-phonograph, model 88 CR, has been announced by Radio Section, Crosley Div., Avco Mfg. Corp., Cincinnati.

# Commercial

**NORMAN A. DAVIS**, commercial manager of KALE Portland, Ore., has resigned effective Jan. 1 to open business council service in that city. He will be replaced at KALE by **RICHARD M. BROWN**, former city circulation manager of Portland Journal.

**PETER B. KENNEY**, member of sales staff of WKNB New Britain, Conn., has been appointed commercial manager of WKNB and WKNB - FM. Mr. Kenney formerly was general manager of Direct Mail Adv. Agency, Hartford, Conn., and radio director of another Hartford agency. During the war, he served for four years with Signal Corps. Mr. Kenney joined WKNB in July 1946, shortly before station opened.

Mr. Kenney

**THOMAS A. BORIS**, president of Thomas A. Boris & Assoc., Buffalo, has been appointed counsellor on sales and public relations for WKBW Buffalo. Mr. Boris is well known in fields of advertising, public relations and sales promotions. He is chairman of Ad-Craft Forum of Buffalo and Public Relations Council of Buffalo; director of International Affiliation of Sales and Adv. Clubs; president of United Civic Committee of Buffalo, and a director of Greater Buffalo Ad Club.

**FRED MITCHELL**, formerly with Free & Peters, has been appointed manager of Los Angeles office of The Bolling Co., station representative firm. Mr. Mitchell, graduate attorney, formerly served in trust department of Bankers Trust Co., New York, did freelancing as writer and producer for radio and stage, and recently has been active in station representative field.

**CHARLES L. KESSLER** has been appointed sales manager of WXGI Richmond, Va.

**ROBERT WILSON**, former commercial manager of WALR Albany, Ga., has joined MBS Chicago sales office as director of co-op sales.

**JOSEPH SAVALLI**, former director of stations in Bari, Genoa and Milan, Italy, has joined Italian language sales division of WOV New York.

**EDWARD CODEL**, who has been with monthly publication, FM Business, for past two and one-half years, recently as president and publisher, Dec. 15 joins The Katz Agency, station representative, as head of newly-organized television department. Mr. Codel previously was general manager of Atlantic Coast Network and manager of WPAT Paterson, N. J. He served overseas with American Broadcasting Station in Europe (ABSIE) and later with Radio Luxembourg.

**O. L. TIEDMAN**, new to radio, has joined sales staff of WOL Washington.

**HARLOW CHAMBERLIN**, formerly with sales staff of WIBA Madison, Wis., has been appointed assistant sales manager of WKOW, new 10,000-w station, scheduled to begin operations in Madison in January.

**DAN SCHMIDT III**, former southeastern representative of NBC Radio Recording Division, has joined sales staff of WCON Atlanta.

**ANITA De MARS**, a veteran in New York radio, has been appointed assistant manager of sales for WABF, New York FM station. Miss De Mars joined program department of CBS in 1929, and in 1942 was named program director of WABF.

**GEORGE P. HOLLINGBERY CO.**, station representative, has opened San Francisco offices at 300 Montgomery St., with **KNOX LaRUE**, formerly in firm's New York office, in charge. Telephone: Sutter 1-4041.

**CLARK-WANDLESS Co.**, New York, has been appointed as exclusive U. S. representative for WKAQ San Juan, P. R.

**DOUGLAS BUTLER**, former vice president and general manager of Lewellyn Co., El Paso outdoor advertising firm, has joined retail sales staff of KROD El Paso, Tex.

**NATIONAL SPOT SALES** staff of NBC Central Division is moving to new offices on 18th floor of Chicago's Merchandise Mart this week. Network has leased additional space of 1,100 square feet on 18th floor. In move, necessitated by recent expansion of local sales staff of NBC O&O station, WMAQ, takes over offices vacated by National Spot Sales.

**MARK BROWN**, account executive of KTAR Phoenix, is the father of a boy.

**LORENZEN & THOMPSON Inc.**, station representative, has been appointed to represent following stations: WIMS Michigan City, Ind., KIMO Independence-Kansas City, Mo., WXGI Richmond, Va., WATO Oak Ridge, Tenn. Latter station is under construction.

**ROBERT D. CROSS**, former continuity chief at KCMC Texarkana, Ark., has joined sales staff of WLBR Lebanon, Pa.

**PAT STEEL**, former promotion manager and program director of KPLT Paris, Tex., has joined advertising and promotion department of NBC in New York, as copywriter in audience promotion section.

TYING IN with Bedside Network, quarter-hour transcribed condensations of CBS "My Friend Irma" will be heard on 1288 stations as part of "Here's to Veterans" series.

### Discs for Trumpet

SALVATION ARMY, which for decades has taken up posts on Philadelphia street corners to trumpet Christmas carols, has taken a leaf from radio and is using a disc jockey at one of the Quaker City's busiest shopping intersections. He is Bandsman Robert Coles, who is playing records over a public address system instead of blaring his trumpet as in other years. He formerly was active in production of Salvation Army radio programs.

## TV SET SALES TO HIT $250 MILLION—GLASER

TELEVISION receiver sales alone will contribute 250 million dollars toward the first one-billion-dollar radio sales year in 1948, Stanley Glaser, manager of radio and television for the Crosley Division of Avco Manufacturing Corp., predicts in a year-end statement on prospects for next year. His estimate is based on an expected production of 600,000 video receivers.

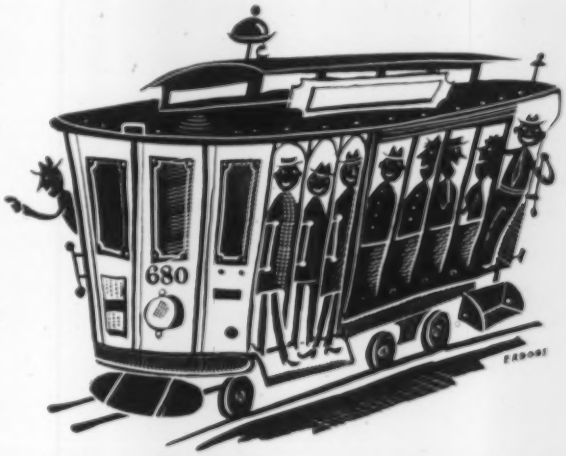
Mr. Glaser

Telecasting will be under way in at least 50 major markets by the end of 1948, the Crosley executive believes, and he predicts that the demand for receivers will far exceed the industry's accelerated output.

About 75% of total television sales will be in the table model class, Mr. Glaser said, but he added: "Substantial sales of console type receivers will exert a strong influence on total dollar volume, especially if installment buying restrictions removed Nov. 1 are not reinstated."

FM receiver production will reach at least two million in 1948, as compared with one million sets this year, according to Mr. Glaser.

May Your Yuletide Season be Joyful and Your New Year Both Happy and Prosperous
WRNL
910 K. C.
RICHMOND, VIRGINIA
EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES




For more than 20 years, San Francisco and Northern California listeners have heard the great NBC Shows on KPO. Now... to identify more surely a great station with a great network... KPO has changed to **KNBC**

---

# KNBC formerly KPO

**50,000 WATTS · 680 KC**

***Represented by NBC SPOT SALES***

# FAB St. Petersburg Meeting Resolves To Support Fight Against AFM Demand

UNANIMOUS support to the Industry Music Committee's program to resist the efforts of James C. Petrillo, AFM president, to exact unreasonable payments from broadcasting and related fields was offered by the Florida Assn. of Broadcasters at its Dec. 6 meeting held at the Soreno Hotel, St. Petersburg.

Mr. Marshall

The association endorsed the committee's efforts to secure a lasting and economically sound settlement of the music problem and pledged cooperation to the committee. An off-record discussion of the question was given by Richard P. Doherty, NAB Director of employe-employer relations.

A. D. Willard Jr., NAB executive vice president, reviewed progress in writing new Standards of Practice. He said radio is willing and able to assume responsibility for the character and quality of its programs and for the advertising that makes them possible. Acceptance of the code will be entirely voluntary, he added.

Mr. Willard said main difficulty centers in the commercial sections, with requirements on quality being acceptable to advertisers. Broadcasters have a right to run stations as they see fit, he said. He described the music committee as an indication of the industry's determination to work together.

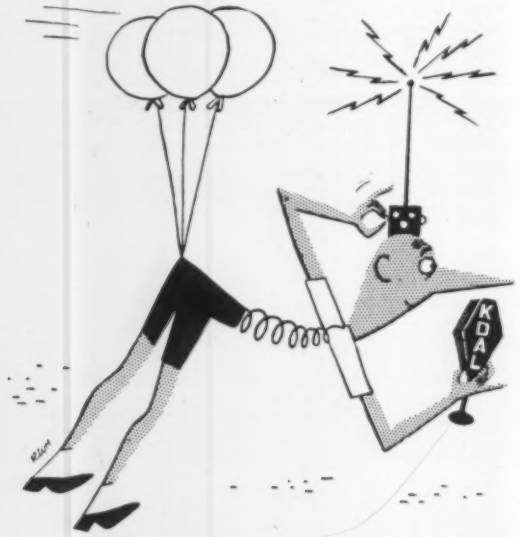
Garland Powell, WRUF Gainesville, discussed plans of stations to cooperate in carrying U. of Florida football next autumn. He described need for improved storm-warning service and weather services during hurricane periods.

Hugh M. Feltis, BMB president, reviewed progress of the cooperative coverage service. Neville Miller, Washington radio attorney, discussed the radio regulatory situation.

Glenn Marshall Jr., WMBR Jacksonville, FAB president, presided at the meeting, with 50 stations represented. W. A. McBride, WDBO Orlando, who has been serving as secretary-treasurer since resignation of Jack Rathbun, formerly of WCOA Pensacola, was requested to continue in that capacity until the next meeting.


# BEATEN

DULUTH, MINN.—"It really gets my dander up (and my blitzen too)," grouches Otto Mattick on 3-state survey of KDAL's new 5000 watt coverage, "the way Santa Claus beats out KDAL."




"Everywhere in KDAL-land where there's a radio there's a regular KDAL listener, but all Santa Claus needs is a chimney . . . even with our 610 frequency he beats us once a year."

If you can't get Santa to do your calling in the north country, you better contact Avery-Knodel and learn how KDAL can do the job for you!


# ALLIED ARTS

**ELLIS L. (Red) REDDEN**, former manager of sales promotion and training for Norge Div. of Borg-Warner Corp., and previously with McCann-Erickson, New York, has been appointed manager of sales promotion and training for Crosley Div., Avco Mfg. Corp., Cincinnati. **JOSEPH A. SCHULTE**, former production manager of Assoc. Adv. Agency, has joined Crosley Div. as advertising production supervisor, and **PAUL A. RYAN**, assistant to director of advertising and public relations of Crosley Div., has been appointed director of public relations and publicity.

**SAMUEL INSULL** Jr., manager of radio division of Stewart-Warner Corp., has been elected vice president of board of directors. He will continue as manager of radio division. **HENRY GILLIG**, member of S-W radio division, has been appointed superintendent of radio production. Mr. Gillig has been with the firm for 17 years and with radio division since last January.

**WILLIAM M. ANDERSON** has been appointed purchasing agent for Home Radio Div. of Westinghouse Electric Corp., Sunbury, Pa.

**KENNETH E. WEITZEL** has been appointed applicaton engineer of Tube Div. of General Electric's Electronics Dept., Chicago.

**GAROD ELECTRONICS** Corp., New York, has announced appointment of three new district sales representatives for Garod radios: **ALBERT LEVINE**, for Western Pa., W. Va., Ky.; **TOM DWYER**, for N. D., S. D., Minn., Wis.; **GAMBLE & MATTES** Co., New Orleans, for La.

**FRANKLIN O. PEASE**, general manager of Radio's Reliable Resources, Philadelphia, is the father of a girl, Anna Elizabeth, born Dec. 9.

**MARTIN McCONNACHIE**, veteran newsreel executive and newspaperman, has been named editor of new UP-Acme 16 mm television service. Mr. McConnachie joined News of the Day Newsreel staff in 1934. During the war he edited war film which came to Newsreel.

**ONE MILLIONTH** speaker built by the Radionics Div. of Zenith Radio Corp. was presented to Zenith's president Comdr. E. F. McDonald Jr. (r), during brief ceremony in Chicago (BROADCASTING, Dec. 8). Presentation was made by W. (Bill) Dumke, vice president in charge of production of speakers, transformers, and hearing aids. Zenith is now geared to manufacture 2,000,000 speakers annually.

**ROBERT E. CASSATT**, former advertising and sales promotion manager of General Electric Co. Specialty Div., has been named assistant advertising and sales promotion manager of company's Receiver Div. In his new post, primarily responsible for exploitation of component and universal parts, Mr. Cassatt also continues to direct advertising and promotion of Specialty Div.

**RADIO ENGINEERING LABORATORIES** has appointed George Homer Martin Assoc., Newark, N. J. to conduct its 1948 advertising campaign. Definite plans have not been made.

**A. C. NIELSEN Co.** has announced the signing of two new clients—Rexall Drug Co., Los Angeles (sponsors of "Jimmy Durante Show" on NBC) and the drug company's agency, N. W. Ayer & Son—for its Radio Index Service.

**RADIO FEATURE PRODUCTIONS Inc.**, radio production subsidiary of Schwimmer & Scott Adv., Chicago, is opening office in Hollywood with **TED McMURRAY** in charge. Move is in connection with Radio Feature Productions' deal with Mutual which will put package firms' "Passing Parade" on MBS as a network co-op.

## ZIV'S LOMBARDO SHOW LISTS NEW SPONSORS

THE FREDERIC ZIV transcribed package program, *Guy Lombardo Show*, has added a number of new sponsors, including one advertiser who is sponsoring the show on an eight-station hookup.

Union Biscuit Co., St. Louis, through Gardner Adv. Agency, Feb. 1 will start sponsoring the show in St. Louis, Jefferson City and Springfield, Mo.; Evansville, Ind.; Little Rock, Ark.; Jackson, Miss., and Decatur and Springfield, Ill.

Wiedemann Brewing Co., via Struachen and McKin Agency, on Dec. 6 started sponsorship of the program on WPAR Parkersburg and WCHS Charleston.

Oklahoma Gas & Electric Co. on Jan. 4 starts sponsorship on WKY Oklahoma City, KBIX Muskogee and KVSO Ardmore, Okla.

J. B. Van Seiver Furniture Co. is sponsoring the show on WKBO Harrisburg, Pa., KOB Albuquerque, N. M., and KENO Las Vegas, Nev. Mueller Motor Co., through Claude Anoil & Assoc., is using the show on WOAI San Antonio.

## J. Calvin Jackson

J. CALVIN JACKSON, 45, announcer and program director for WRAW Reading, died of a heart attack Dec. 8 while walking to the studios of Reading Broadcasting Co. Mr. Jackson was in radio since 1929 and in 1935 was announcer for WCAU Philadelphia. He is survived by his widow, Lillie Moyer Jackson and three sons.


1-2-4

WIRL

Peoria, Ill.

# NEW SKYWAYS —FOR TELEVISION —FOR TELEPHONE

On November 13, the Bell System demonstrated its new experimental radio relay system between New York and Boston, bringing television within reach of vast new audiences.

The tower you see here is part of it. It's one of seven similar structures which relay microwaves between the two cities, carrying television programs with high fidelity. This new system will, of course, be used for the transmission of Long Distance telephone calls and radio programs.

Used in conjunction with the Bell System's coaxial cable, the new radio relay system now makes it possible to bring television to a potential audience of some 25,000,000 people along the eastern seaboard. And already work is under way on additional Bell System radio relay projects which will link New York and Philadelphia and extend west all the way to Chicago.

The Bell System may be relied upon to provide the most efficient, dependable facilities for the transmission of communications.

BELL TELEPHONE SYSTEM

## World, Decca Subsidiary, To Expand Its Services

WORLD BROADCASTING System, a subsidiary of Decca Records Inc., New York, has announced an expansion of its services following its move into new headquarters at 50 W. 57th St. on Dec. 1. WHN New York will move into the former World offices at 711 5th Ave. after the first of the year.

The service recently announced its new World Feature Library with the release of the transcribed *Sing America, Sing* series, a musical history of the country's last 25 years. Firm also reports that expansion of its wired music is planned.

World has nearly 600 station subscribers, the service reports.

## Al Sack

AL SACK, 36, musical director of NBC *Take It Or Leave It* died of pneumonia Dec. 5 in Hollywood. Funeral services were conducted Dec. 8. Mr. Sack had been on the West Coast for seven years, first as chief arranger and associate conductor with Paul Whiteman. Later he served as ABC Hollywood musical director, then became a free-lancer. Besides his wife he is survived by a daughter, Stara.

WIRE recorder has been presented to U. of Pennsylvania by WFIL Philadelphia, to facilitate the use of radio in education.

**WHOOPS!**

OUR HOOPER'S SHOWING!
FIRST, SECOND OR THIRD

●

950
**WPEN**
**PHILADELPHIA**

●

National Representatives
HEADLEY-REED COMPANY

●


**JAMES McNAUGHTON**, art director and scene designer who received special citation in 1946 from American Television Society for his art direction, has been named head of production for WATV Newark, N. J. television station of Bremer Broadcasting Corp. **PAUL BELANGER** last month was named program director of WATV.

**WALLY PEARSON**, formerly with KSTT Davenport, WTOD Toledo and WKNX Saginaw, Mich., has been appointed chief announcer of KCRG and KCRK (FM) Cedar Rapids.

Mr. Pearson

**JACK PAULSEN**, former manager of Barbereux Recording Studio, Evanston, Ill., also has joined KCRG and KCRK as continuity editor. He is assisted by **BETSY FLODIN**, formerly with WMT Cedar Rapids.

**JIM FISK**, formerly with KVOR Colorado Springs, has been named program director of KGFN Grass Valley, Calif., succeeding **JOHN KUHLMAN. GARNET MARKS**, formerly with KROY Sacramento, has joined KGFN announcing staff, and **WILLIAM H. FROST**, formerly with KSAN San Francisco, also has been added to KGFN staff.

**ADELE PAGE** has joined continuity department of WHBF Rock Island, Ill.

**ERVIN VICTOR**, known to Western New York listeners as "Uncle Ervin," has joined WKBW Buffalo, as m.c. of "Howdy Neighbors" program.

**DON JOHN ROSS**, formerly with WMAL Washington, has joined WDRC Hartford, Conn., as m.c. of "Shopper's Special" program.

**JEAN BURRIACK**, formerly with AP Radio and several stations in New York, has joined WGAU Athens, Ga., as disc m.c. on "Bob Gunn Show." Mrs. Burriack also writes and produces that show.

**FRED WEISS**, formerly with WHA Madison, Wis., has joined announcing staff of WIBA Madison.

**DON RICHEY** has joined WHBF Rock Island, Ill., as music director.

**LUCIEN E. DUMONT**, former program director of WBEC Pittsfield, Mass., has been appointed director of programs for WKNB-FM New Britain, Conn.

**MAUREEN MOON**, who has worked in music and programming with NBC and CBS stations, has joined program department of WGBA and WGBA-FM Columbus, Ga., presenting daily women's show, "Shopping With Maureen." Mrs. Moon formerly was with Radio Luxembourg and station in Berlin, Germany.

**WAYNE THORNTON Jr.**, former free-lancer, has joined KBLF Red Bluff, Calif., as announcer-salesman.

**EVANS NORD**, program director of KELO Sioux Falls, S. D., is the father of a boy, born Dec. 7.

**JOAN CARTER**, women's director of WKZO Kalamazoo, Mich., has taken on additional duties of musical director. **IRENE BORIS** has joined WKZO as continuity writer.

**JACK GORDON** has joined announcing staff of WJEF Grand Rapids, Mich.

**CHARLES MASON**, announcer at WMFF Plattsburg, N. Y., has resigned.

**JULIAN COLQUITT**, former announcer-music director of WBCC Bethesda, Md., has joined production staff of WOL Washington.

**DICK WELD** has been named program director of WGLN Glens Falls, N. Y. **HENRY BENAC**, announcer at WGLN, has been appointed music director, succeeding **EARL SHARLAND**.

**GINNY SIMMS**, vocalist on Coca Cola's "Pause That Refreshes On the Air," heard Sundays on CBS, has returned to her Hollywood home because of ill health. **DON RICHARDS**, singing star of Broadway play "Finian's Rainbow," was heard on the Dec. 7 show with the regulars, Percy Faith and his orchestra.

**ROBERT HOLMES**, head of NBC Hollywood ticket desk, has replaced **VIRGIL REIMER**, soundman, currently on six months' leave of absence. **LEE BROUGHAM**, guest relations staff, has replaced Mr. Holmes.

**JOHN McGREEVEY**, continuity director of KTAR Phoenix, has sold five stage plays and one radio drama.

**ROSS McLEAN**, formerly in charge of feature script department of CKEY Toronto, has been appointed director of public service for CKEY. Station in the coming year will approach charitable associations with offers of help. Mr. McLean started as announcer at CKPC Brantford, Ont., in 1941 at age of 16 and while still in school. He was in the Royal Canadian Signal Corps during the war, being discharged in 1944. He has been with CKEY for past year.

Mr. McLean

**ADELINE HANSON**, off the air for past three years, has turned disc m.c. and started nightly 20-minute chatter and recorded music program "On and Off the Record" on KWIK Burbank, Calif.

**PAUL ALLEN**, formerly of CKCR Kitchener, Ont., has joined announcing staff of CJKL Kirkland Lake, Ont.

**HOWARD KEDDIE**, agricultural director of KSDJ San Diego, is the father of a girl.

## SHOW IS NEWS

### 'Barnyard Gang' Gets Full Column Coverage

IN INDIANAPOLIS, you can't tell who owns what without a program, or so it seems since the appearance of a certain newspaper column.

Joe Adams, roving columnist for *The Indianapolis Star*, which owns WIRE, paid a visit recently to *The Barnyard Gang*, weekly rural-style show of WIBC, owned by *The Indianapolis News* and a rival of WIRE. Mr. Adams apparently liked the farm-flavor of the show and its audience-participation aspect, for he devoted an entire column to eulogizing the program and its down-to-earth theme.

Unique feature of the program, which has originated from the Sears-Roebuck Farm store in Indianapolis for more than a year, is the free-coffee-and-doughnuts counter set up by the store for participants and visitors to the early morning show.

# PRODUCTION

### LIGHT SIGNALS

**USUAL STUDIO** hand signals proved inadequate in directing the MBS one-man comedy show, "The Johnson Family," starring Jimmy Schribner. J. C. Lewis, who produces the show, found that Mr. Schribner gets so engrossed in the show and the 23 characters he portrays that he ignores signals from the control room. So Mr. Lewis devised a light-box and placed it on the table in front of Comedian Schribner during each broadcast. He is now signalled as follows: Red light, "you're bellowing"; white, "level and timing just right"; green and white, "speed it up . . ."; red and white, "slow it down"; red, green and white, "ad lib to suit for 30 seconds."

**ROD O'CONNOR** has been named Hollywood announcer of NBC "Duffy's Tavern."

**JACK DOUGLAS** has joined Hollywood writing staff of NBC "Village Store" starring Jack Carson.

**ERNEST de la OSSA**, NBC personnel director, was renamed chairman of New York Personnel Management Assn. at its annual meeting last week in Columbia U. club.

**DOUGLAS H. STONE**, former Chicago newspaper reporter, has joined script-writing staff of WBBM Chicago.

**NED HULLINGER**, ABC Hollywood publicity staff member, has been elected president of Employes Assn.

**ROBERT SANDERS**, announcer at WSTV Steubenville, Ohio, and Mary Kyrc have announced their marriage.

**JOHN KENT**, announcer at WWL New Orleans, and Hilda June Thompson of Fitzgerald Adv. have announced their marriage.

**DON COPLIN**, formerly with The Theatre Guild Inc., New York, and KCMO and WHB Kansas City, Mo., has joined KORC Mineral Wells, Tex., as program director.

**ART GOW**, staff organist at KLZ Denver, has been named musical director of that station, succeeding **LES WEELANS**, resigned.

**MARLOWE THOMPSON**, former news bureau editor for Better Homes & Gardens and Successful Farming, has joined WHBF Rock Island, Ill., as director of women's activities.

**HANNS LEO REICH**, director and announcer at WSBC Chicago, is the author of a new book published in Vienna, "Der Heimat zur Feier."

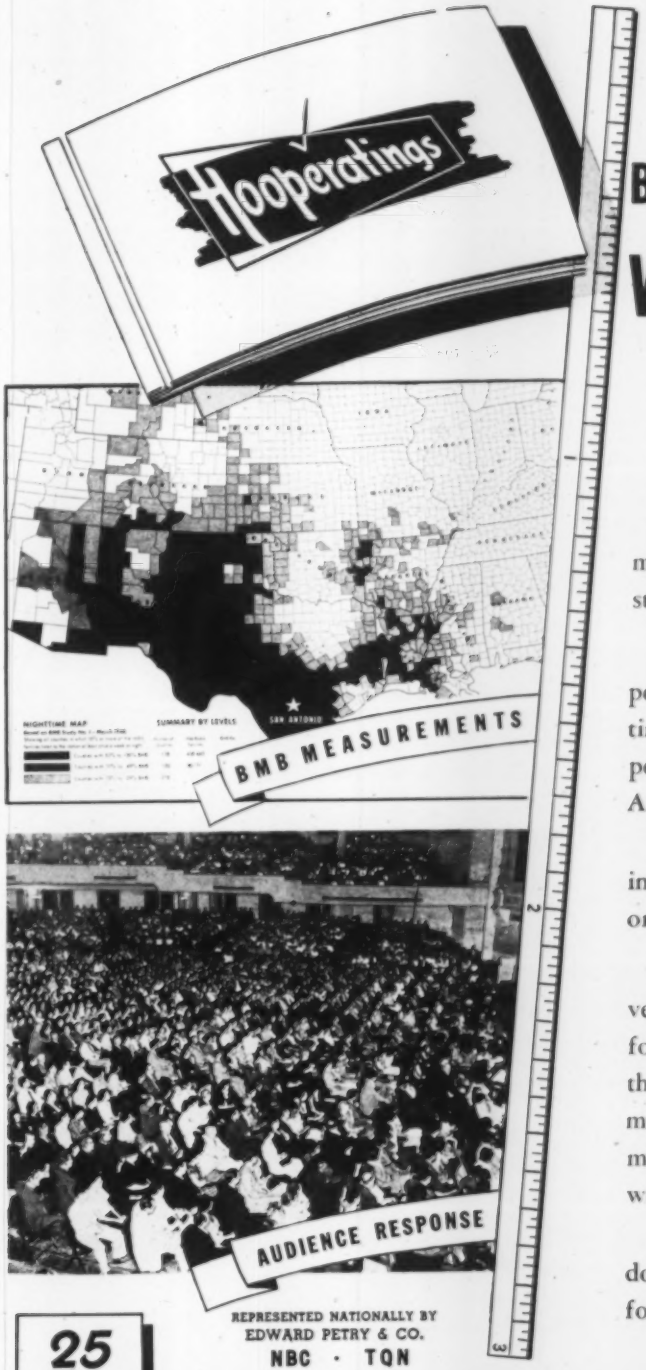

**WJHP** POWER PROMOTION PROGRAMMING PAYS OFF!

IN THE FAST-GROWING JACKSONVILLE AREA SERVING NORTH FLORIDA AND SOUTHERN GEORGIA

**5000 WATTS FULL TIME**

Represented Nationally by
JOHN H. PERRY ASSOCIATES

NEW YORK CHICAGO PHILADELPHIA
DETROIT ATLANTA




## By any yardstick . . .

# WOAI dominates the Southwest

Whether you use Hooper ratings, BMB measurements or public response as your "yardstick," WOAI is supreme in the Southwest.

Hooper ratings clearly indicate the high percentage of WOAI listeners. In 82% of daytime rated periods and 79% of nighttime rated periods, WOAI leads all other stations in San Antonio.

BMB measurements show tremendous reaching power. WOAI is listened to at night by 50% or more of the radio homes in 138 counties.

And, when WOAI celebrated its 25th Anniversary in September with a stage show, requests for seats reached the 5500 capacity with less than three days' announcements! The announcements were stopped immediately but over 5500 more requests poured in before the show, a week later.

Yes, by whatever "yardstick" you use, WOAI dominates the Southwest. See your Petry man for more details about WOAI's superiority.

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.
NBC · TQN

25 YEARS OF SERVICE 1922–1947

**WOAI** *San Antonio*

**50,000 WATTS** *Clear* **CHANNEL**

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

# SPONSORS

**POST CEREALS Div. of General Foods Corp.**, Battle Creek, Mich., has added three new members to its advertising staff: **R. P. CAMPBELL**, former advertising manager of Drackett Co., Cincinnati, will be assistant advertising manager for Post's Corn Toasties, 40% Bran Flakes, Raisin Bran; **JOHN B. McLAUGHLIN**, former advertising and sales promotion manager of Confections Inc., Chicago, becomes assistant advertising manager on Grape-Nut products and **GEORGE H. BENEDICT** has been transferred from New York office of General Foods, where he was in purchasing department. He will coordinate work on package revision and procurement of all types of promotional materials.

**SOUTHERN CALIFORNIA STATE DENTAL Assn.**, Los Angeles, has appointed Bishop & Assoc., that city, to handle advertising, and will sponsor series of 13 quarter-hour programs on KRKD Los Angeles. **CALIFORNIA LOAN & FINANCE Assoc.**, Los Angeles, also has appointed agency to service account.

**GRAYSON'S SHOPS**, Los Angeles (Women's apparel chain), has started daily spot announcement schedule on 18 Pacific Coast stations. List includes KFI KECA KHJ KMPC KGFJ KLAC, all Los Angeles; KWKW Pasadena; KFOX Long Beach; KIEV Glendale; KSDJ San Diego; KJR KIRO Seattle; KQW KGO KPO KFRC San Francisco. Agency: Milton Weinberg Adv., Los Angeles.

**WISCONSIN LIQUOR, Co.**, Milwaukee Wis. (distiller, bottler of Peter Pan Wine), has appointed Schoenfeld, Huber & Green, Chicago, to handle advertising. Spot radio will be used on regional basis with opening spots on WISN Chicago and WFOX Milwaukee. Campaign will be expanded after first of year.

**MARTIN LABORATORIES** Inc., Sibley, Iowa, has appointed Meneuogh, Martin & Seymour, Des Moines, to handle advertising. Radio will be used.

**VAN DUTCH PRODUCTS Corp.**, New York (cocoa mix, puddings, etc.), will start participations in "The Ladies' Man," WOR New York, weekdays, 4-4:30 p.m., and "Ella Mason," WHN New York, weekdays, 12:30-1:00 p.m., effective early in 1948. Agency: Anderson, Davis & Platte, New York.

**JOHN A. MARTIN** has been appointed assistant retail sales manager for Montgomery Ward & Co., Chicago. Mr. Martin has directed radio and newspaper advertising campaigns of Montgomery Ward since 1936 when he joined company as media director. He will be

Mr. Martin

Mr. Horner

succeeded as media director by his assistant, **LESTER M. HORNER**. Mr. Horner has been with Montgomery Ward since 1942. In new position Mr. Martin will continue to direct all Montgomery Ward press releases and publicity as well as company-wide retail promotion.

**GENERAL FOODS CORP.**, New York, returned "Author Meets the Critics" to NBC television for two telecasts, Dec. 11 and another scheduled for Dec. 18, 8-8:30 p.m., as institutional advertising, placed through Young & Rubicam, New York. Company formerly presented series of these telecasts, adapted from NBC sound broadcasts of that name, as part of its Thursday evening video experiments.

**ROSEFIELD PACKING CO.**, Alameda, Calif. (Skippy Peanut Butter), has renewed its contract for "Skippy Hollywood Theatre" with Hawaiian Network —KGMB Honolulu and KHBC Hilo, for one year. Agency: Garfield & Guild, San Francisco.

**WESTERN AIRLINES**, Los Angeles (air transportation), has appointed Buchanan & Co., Beverly Hills, to handle advertising effective Jan. 1. Radio will be used.

**DOMINION OF CANADA**, Dept. of Revenue, Ottawa (income tax division), in January will use spot announcement campaign on large number of stations throughout Canada regarding new farmer's income tax booklets. Agency: McConnell Eastman & Co., Toronto.

**FURMBILT CLOTHES Inc.**, Los Angeles (men's clothing chain), has appointed Robert F. Dennis, Inc., that city, to handle advertising. Spot announcements will be used.

**HULL HOTELS Inc.**, Los Angeles (Pacific Coast chain), has appointed Milton Weinberg Adv., Los Angeles, to handle national advertising, and to promote El Rancho Hotel, Sacramento; will sponsor "Five O'Clock News" on KXOA that city. **ADLER HOTELS**, Los Angeles, (Pacific Coast Chain), also has appointed agency to service account. Radio contemplated.

**LANOLIN CORP.** of America, Los Angeles (lanogene), has appointed Allied Adv. Agencies, that city, to handle advertising. Radio will be used.

**COLUMBIA STORE**, San Francisco (apparel chain), in mid-February starts transcribed jingle announcement campaign on stations in San Francisco region. Agency: Stodel Adv., Los Angeles.

**VERNON BUILDING SUPPLY Co.**, Los Angeles, has appointed M. M. Young Adv., Los Angeles, to service account. Radio is contemplated.

**CALIFORNIA ROSES Inc.**, Puente, Calif. (plants), and **GOLDEN WEST GLADIOLA Growers**, Downey, Calif. (bulbs), Nov. 30 jointly started sponsoring weekly quarter-hour "Garden Chat with George A. Milne" on 20 California Don Lee stations, Sunday, 10:30-10:45 a.m. (PST). Contract is for 13 weeks. Agency: W. C. Jeffries Co., Los Angeles.

**GRAY'S REMEDY Co.**, Toronto (proprietary), has started daily newscasts on CHUM Toronto, and spot announcements on CKOC Hamilton. Agency: Albert Jarvis Ltd., Toronto.

**TELESTORES Corp. of AMERICA**, New York (formerly Television Trading Post), which uses television instead of catalogs to display merchandise offered by its mail order service, has increased its schedule on WABD New York, from three to five one-minute spots a week.

**MONTECADOS PAYCO**, Puerto Rican maker of ice cream, has appointed McCann-Erickson's San Juan office to handle advertising of Payco ice cream in that territory. Campaign will include two radio shows.

**ALLIED ARTISTS** has signed Buchanan & Co., Beverly Hills, to handle national advertising for "Song of My Heart." Budget is $200,000. Radio is being contemplated along with other media.

**BREAKFAST CLUB Coffee Inc.**, Los Angeles, has appointed Brisacher, Van Norden & Staff, that city, to handle advertising. Spot radio will continue to be used along with other media.

**TOM BRENEMAN RESTAURANT**, Hollywood, has started daily spot announcement schedule on KGFJ and KFWB, both Los Angeles. Agency: Ross Sawyer Adv., Los Angeles.

## POWER JUMP TO 5 kw CELEBRATED BY WCSC

WCSC Charleston, S. C., held its official dedication to "greater and wider service" last Sunday, Dec. 14, when its power increased from 1 to 5 kw. The occasion was celebrated with a contrast showing of the old and new transmitters, and an hour-long dedication program. Open house was held at the new transmitter building.

Among guests participating were Frank Stanton, CBS president, who spoke by transcription; Sen. Burnet R. Maybank; Sen. O. T. Wallace; Rep. L. Mendel Rivers; Mayor E. Edward Wehman Jr.; Mayor-nominate William McG. Morrison; and John M. Rivers, owner and president of WCSC, who briefly outlined the history of the station from its start in 1930.

Several artists who appeared on the program had been young musicians on *Juvenile Jamboree*, a children's program, which has been heard on WCSC since early '30's.

## NETWORK ACCOUNTS

### New Business

FORD MOTOR Co. of Canada Ltd., Windsor, Ont. (Ford cars), Jan. 4 starts to June 27, Oct. 3-Dec. 26, "Fred Allen Show" on 30 Trans-Canada network stations, Sun. 8:30-9 p.m. Agency: Cockfield Brown & Co., Toronto.

### Renewal Accounts

S.O.S. Co., Chicago (household cleaner), has renewed for 13 weeks "Sidelights in the News" on Yankee Network, Mon.-Fri. 8:30 p.m. Agency: McCann-Erickson, New York.

NORWICH PHARMACAL Co., Norwich, N. Y., Feb. 13 renews for 52 weeks "Fat Man" on ABC, Fri. 8 p.m. Agency: Lawrence C. Gumbinner Adv., New York.

STERLING DRUG Co., New York, Jan. 5 renews for 52 weeks "Bride and Groom" on ABC, Mon.-Fri. 2:30-3 p.m. Agency: Dancer-Fitzgerald-Sample, New York.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, Dec. 29 renews for 52 weeks "Ted Malone" on ABC, Mon.-Fri. 11:45-12 a.m. Agency: McCann-Erickson, New York.

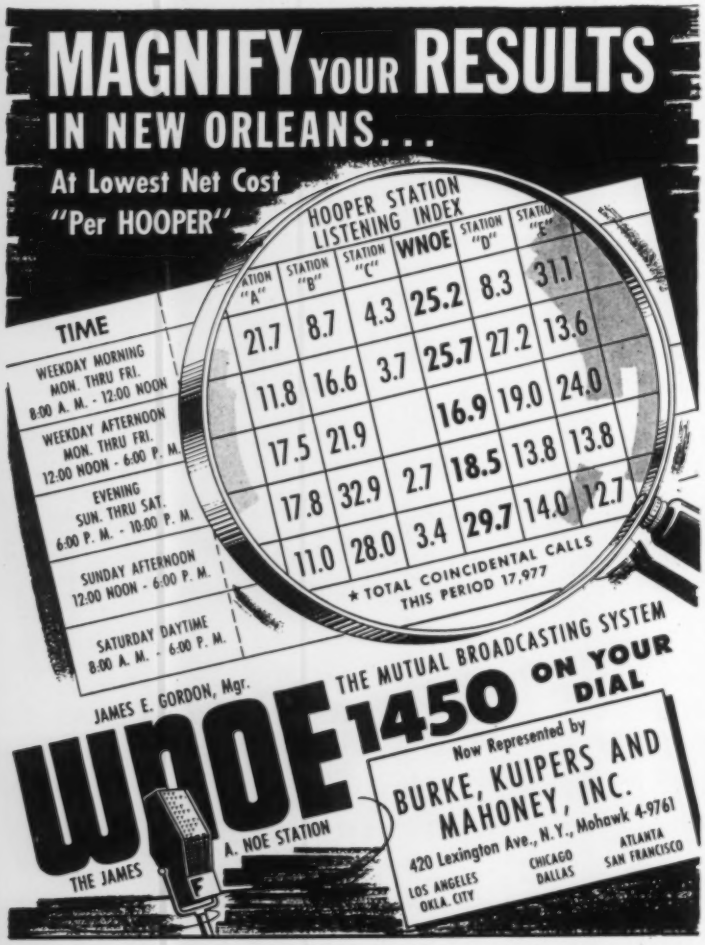
CHAMPION SPARK PLUG Co., Toledo, Ohio, Jan. 2 renews to March 26 "Champion Roll Call" on ABC, Fri. 9:55-10 p.m. Agency: MacManus, John & Adams, Detroit.

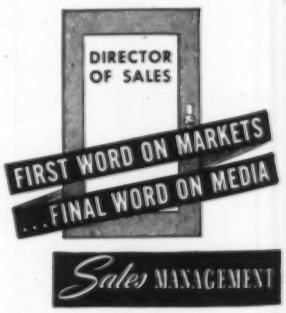
WINE GROWERS GUILD, Lodi, Calif., Jan. 10 renews for 52 weeks "Murder & Mr. Malone" on 65 ABC western stations. Agency: Honig-Cooper, San Francisco.

F. W. FITCH Co., Des Moines, has renewed "Fitch Bandwagon" on NBC, Sun. 7:30 p.m., for additional 52 weeks. Agency: L. W. Ramsey Adv., Davenport, Iowa.

### Net Changes

INTERNATIONAL SILVER Co., Hamilton, Ont. (silverware), Jan. 2 changes "Ozzie & Harriet from 26 Trans-Canada network stations to 32 Dominion network stations, Fri. 9:30-10 p.m. Contract runs from Jan. 2 to June 25, Sept. 3 to Dec. 31. Agency: Young & Rubicam Ltd., Toronto.



MAGNIFY YOUR RESULTS
IN NEW ORLEANS...
At Lowest Net Cost
"Per HOOPER"
HOOPER STATION LISTENING INDEX
TIME
STATION "A"
STATION "B"
STATION "C"
WNOE
STATION "D"
STATION "E"
WEEKDAY MORNING MON. THRU FRI. 8:00 A. M. - 12:00 NOON
21.7 8.7 4.3 25.2 8.3 31.1
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON - 6:00 P. M.
11.8 16.6 3.7 25.7 27.2 13.6
EVENING SUN. THRU SAT. 6:00 P. M. - 10:00 P. M.
17.5 21.9 16.9 19.0 24.0
SUNDAY AFTERNOON 12:00 NOON - 6:00 P. M.
17.8 32.9 2.7 18.5 13.8 13.8
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.
11.0 28.0 3.4 29.7 14.0 12.7
* TOTAL COINCIDENTAL CALLS THIS PERIOD 17,977
JAMES E. GORDON, Mgr.
WNOE 1450
THE MUTUAL BROADCASTING SYSTEM
ON YOUR DIAL
THE JAMES A. NOE STATION
Now Represented by
BURKE, KUIPERS AND MAHONEY, INC.
420 Lexington Ave., N.Y., Mohawk 4-9761
LOS ANGELES OKLA. CITY
CHICAGO DALLAS
ATLANTA SAN FRANCISCO




Reaching the TOP MANAGEMENT OF MARKETING

386 Fourth Avenue, New York 16, N. Y.
Chicago, Ill. • Santa Barbara, Calif.

# KGO at 50,000 Watts...
# *Most Powerful Station On Pacific Coast!*

**The new KGO transmitter,** on the air December 1, emits a signal of *well over 100,000 watts* in the San Francisco Bay area! Thus, it completely BLANKETS one of the nation's richest, most important markets.

In addition, literally thousands of *new* radio families all over the West Coast can now tune in this great new station. Its signal extends all the way from the Columbia River to the Mexican border.

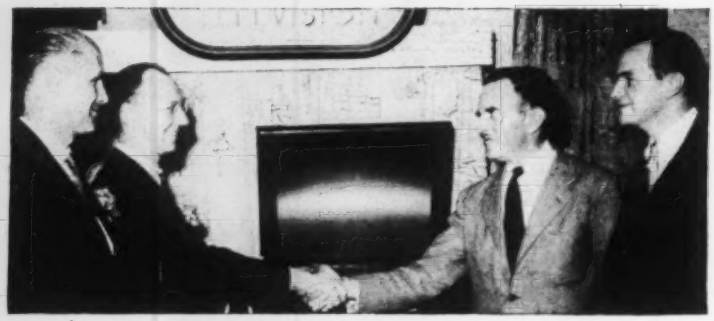
All broadcasters know the advantage of transmitting over salt water. But in addition to a straight water path to San Francisco, KGO's amazing efficiency is due to the fact that its antennas rise right from the middle of a pool of concentrated salt water. So concentrated, in fact, that air conditioning equipment was installed to remove from the air salt particles that might have been damaging to the transmitter! *The results: 99% perfect!*

Don't overlook KGO in YOUR spot sales plans for 1948! And don't delay—because time on the West Coast's most powerful station won't wait! Call the ABC representative in *your* city—*today*.

**LOOKING FOR THE SALES KEYS** *to the nation's top markets? You'll find them conveniently located at ABC SPOT SALES. You can contact any or all of ABC's key spot-sales stations (in New York, Chicago, San Francisco, Los Angeles, Detroit and Washington) by merely calling the one nearest you.*

ABC SPOT SALES DIVISION
American Broadcasting Company

New York *33 West 42nd St.* | Chicago *Civic Opera Bldg.* | San Francisco *155 Montgomery St.*
Los Angeles . . . *1440 Highland Ave.* • Detroit . . . *Stroh Bldg.*



PHILCO AND WWJ-TV Detroit executives are all smiles following completion of arrangements for Philco to sponsor ten half-hours a week on the *Detroit News* video station as part of promotion campaign. Shows to be sponsored by Philco are *Television Matinee*, a women's program, and *Fun and Fables*, a children's program, both presented afternoons Tuesday through Saturday. L to r: John M. Otter, general sales manager of Philco, John D. Hawkins, general manager of Philco in Detroit; Mel Wissman, program manager of WWJ-TV, and Willard Walbridge, sales manager.

## CBS Hollywood Enlarges Program Production Unit

EXPANDING its network program production staff, CBS Hollywood unit has been increased by three, according to Ernest Martin, director of transcontinental programs.

Additions include Martin H. Leeds, business manager of department and formerly with Davis & Gilbert, New York legal firm; Norman McDonnell, assistant director, who shifts from present assistant producer post in Western Division program department, and Anne Roberts Nelson, formerly with network sales and service department, who becomes coordinator of cooperative programs.

Cooperative sales will continue to be supervised by E. W. Buckalew, Western Division station relations manager.

DECCA RECORDS Inc., New York, has declared quarterly dividend of 25 cents on outstanding shares of capital stock, payable Dec 30 to stockholders of record Dec. 16, 1947.


Yes **KFYR** 550 KC 5000 WATTS NBC AFFILIATE BISMARCK, NO. DAKOTA

**comes in loud and clear in a larger area than any other station in the U. S. A.**

## 250% INCREASE IN TV SET PRODUCTION SEEN

PREDICTION that production of radio sets would remain about even with 1947, and that television would show a 250% increase in 1948 was contained in the U. S. Department of Commerce publication, *Domestic Trade Digest* for December. A figure of 17,000,000 was given as the approximate volume of radio set production for 1948.

A total production of 750,000 video receiving sets is expected in 1948, as contrasted with about 200,000 receivers in 1947, the department estimates. Commerce Department experts expect that almost a million TV sets will be in operation by the end of 1948.

Less than a million FM sets were produced in 1948, but production will "probably be several million as a result of increased broadcasting coverage." The department's estimates were prepared by the General Products Section of the Office of Domestic Commerce. In an editor's note, it was pointed out that these analyses are "subject to the influences of the international economic and political situation and are not to be considered as forecasts."

## Office Employes at CBS Awarded Salary Increase

SALARY increases of $6 weekly have been awarded to 707 CBS New York office workers under terms of an agreement between the network and the United Office & Professional Workers of America (CIO). The rise became effective Dec. 1.

The agreement, reached in arbitration, also provides for an increase in the lowest weekly starting wage for CBS office workers from $27.50 to $30. A union official estimated the overall increase at roughly 15%. The UOPWA originally had asked rises of about twice that amount.

## TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

**KENNETH McALLISTER**, who has been manager of production, planning and scheduling department of Columbia Records Inc., Bridgeport, Conn. and King's Mills, Ohio, plants, has been assigned new responsibilities in executive offices. **WILLIAM MADELUNG** will assume planning and production duties for record production.

**TRANSCRIPTION Div.** of **FULTON ENTERPRISES**, Hollywood, has bought U. S. rights to 39 quarter-hour episode transcribed serial, "Klondike," from Ralph L. Power & Assoc., Los Angeles. Show is written by **HECTOR CHEVIGNY**, and directed by **TED BLISS** with **LOU MARCELLE** as narrator.

**BUSBEY RADIO PRODUCTIONS**, Springfield, Ohio, has announced availability through transcribed library service of barbershop ballads of Chicago's Maple City Four quartet. Transcriptions are being syndicated to stations throughout U. S.

## TECHNICAL

**EDWIN PETERS**, of KGFN Grass Valley, Calif., has been promoted to chief engineer of that station.

**GENERAL RADIO Co.**, Cambridge, Mass. has announced new Type 1175-BT frequency monitor, to be used in conjunction with Type 1176-A frequency meter, for monitoring frequencies of television video transmitters. Monitor is designed for single-channel operation over frequency range from 1600 kc to 220 mc and accuracy of monitoring is 0.001%. Company also has announced new Type 1170-A FM monitor designed for monitoring FM and television audio transmitters. It provides continuous indication of center frequency; meter indication of percentage modulation positive, negative, or peak-to-peak and lamp indication of peaks in excess of pre-determined percentage.

**TOM MORRISSEY**, chief engineer of **KFEL** Denver, is the father of a girl, Jean Elizabeth.

**NEW PORTABLE** servicing instrument which provides all signals necessary to align FM radio receivers, is now in production and will be available shortly, **RCA ENGINEERING PRODUCTS Dept.**, Camden, N. J., has announced. Known as sweep generator (RCA Type WR-53-A), new tool generates test signals which can be tuned over entire FM band (88 to 110 mc). It also can be employed with microphone or phonograph recordings to demonstrate frequency modulation operation.

**HENRY CLARK**, engineer at WHBC Canton, Ohio, and Mary L. Byrne have announced their marriage.

**AIR KING PRODUCTS Co.** has announced new portable wire recorder and phono-combination unit, Model A-750 to retail for $129.50 including federal tax. Embodying 5-tube amplifier with radio attachment cord, unit plays either 10 or 12-inch records, is equipped with permanent needle, has automatic shutoff which turns motor off after wire rewinds, safety lock to prevent automatic erasures and visual tone indicator to enable maintenance of proper level when recording.

## New Crosley TV Tube

CROSLEY Division, Radio Section has announced a new television set, model 348 CP, featuring the exclusive "Swing-a-view" picture tube, which permits viewing from either left or right because of a special tube mounting which swivels over a 60-degree angle. When not in use the tube and mounting swivel into the cabinet so that no controls or tubes are visible. The new set, in mahogany, includes an AM-FM radio chassis and automatic record changer.


**A MITE OF MAGIC**

Some radio stations seem to have a mystic power over the listeners. Others do not. It's that simple. WAIR is a selling station—the sort of station that keeps sales managers and time buyers happy.

**WAIR**

Winston-Salem, North Carolina

Representative: The Walker Company

**TYPE 70-D**
**RCA HIGH-FIDELITY**
**TRANSCRIPTION TURNTABLE**

# Standard of the Studios—NEW EDITION

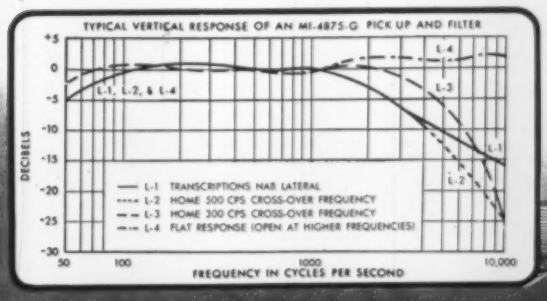
## Over 3000 units of this professional series are now in use

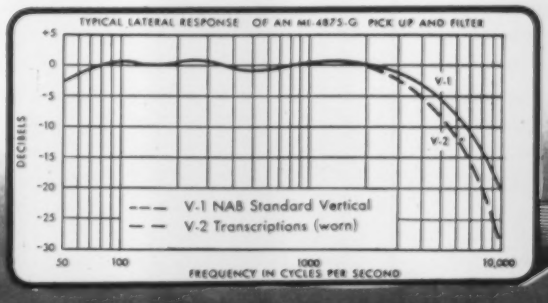
● Type 70-D is designed specifically to meet your needs for higher and higher reproduction quality in studio transcriptions.

In this unit—latest of the "70 series"—you will find all the exclusive features of the previous models . . . and important new ones. There's the universal lightweight pick-up with the diamond-point stylus . . . unexcelled for high-fidelity characteristics on either vertical or lateral recordings. And the mechanical filters and spring clutch assembly that *completely* isolate the driving motor from the platter and fly-wheel assembly.

There's the heavy-duty, constant-speed synchronous motor with all the driving power you need for recording *and reproducing* at 33⅓ or 78 rpm. And there's the handsome new hinged-door *metal* cabinet with its durable micarta top . . . with the inside space to house booster amplifiers and record cueing amplifiers . . . and with accommodations on the micarta top for adding an RCA 72-D or 72-DX Recording Attachment when you decide to go into recording.

For the finest response from your recording . . . for dependable timing to the very last second . . . for even running and smooth starts and stops, this studio turntable has it! Available in two cabinet-top heights . . . 28 inches and 30 inches. Equipped with convenience-plug outlets for a-c and audio circuits. Ask your RCA Broadcast Sales Engineer for complete data, or write Dept. 19-L-1.



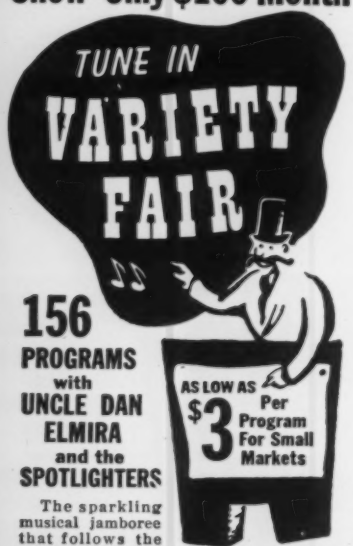

RCA

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

PIONEERING IN KANSAS CITY
SINCE
1942
—
NOW
AN ESTABLISHED
CLAIM
ON THE
KANSAS CITY
MARKET
—
O. R. WRIGHT
SALES MGR.
PORTER BLDG., K. C., MO.
E. L. DILLARD, GEN. MGR.

Hi-Rating* 6-Day Strip
Show-Only $100 Month




156
PROGRAMS
with
UNCLE DAN
ELMIRA
and the
SPOTLIGHTERS

AS LOW AS $3 Per Program For Small Markets

The sparkling musical jamboree that follows the sure-fire, vodvil-pop-variety pattern. 156 programs, (15-min.), already transcribed, open band, (library). Entirely flexible to fit any type sponsor. Already sold over 30 markets. Ratings daytime up to 6* on big network stations.

for FREE DISK

UNIVERSAL Radio Productions
HOLLYWOOD, 6757 Hollywood Blvd.
NEW YORK 730 5th Ave.
CHICAGO 360 N. Mich. Ave.
DETROIT 19154 Kingsville
BOSTON, 6 Beacon Street
ATLANTA, 909 Whitehead Bldg.


## December 5 Decisions . . .

DOCKET CASE ACTION

AM—1550 kc

Announced proposed decision looking toward grant of application of Fulton County Bcstg. Corp. for new station Atlanta, Ga., 1550 kc 50 kw-D 10 kw-N unl. DA-N, and denial of application of WSOC Charlotte, N. C., to change from 1240 kc 250 w unl. to 1550 kc 50 kw unl. DA-N. At same time FCC adopted memorandum opinion and order denying petition of WSOC requesting leave to amend its application and reopen hearing on above cases, for purpose of substituting modified DA design for proposed DA of WSOC. (Comr. Hyde did not participate.)

## December 8 Decisions . . .

BY THE COMMISSION

**Worcester Bcstg. Co., Worcester, Mass.**—Dismissed petition insofar as it requests leave to amend its application for new station, and denied petition insofar as it requests designation for hearing in consolidated proceeding with application of WAAT Newark, N. J., to increase power.

ACTIONS ON MOTIONS

(By Commissioner Durr)

**Live Oak Bcstg. Co., Like Oak, Fla.**—Granted petition for continuance of hearing presently scheduled Dec. 4 on application and continued same to Feb. 4, 1948. On own motion Commission ordered place of hearing be changed from Live Oak, Fla., to Washington, D. C.

(By Commissioner Webster)

**Frank Mitchell Farris Jr., Nashville, Tenn.**—Granted petition to dismiss without prejudice his application.

**WCOE Inc., Nashville, Tenn.**—Granted petition to dismiss without prejudice its application; further ordered that application of Nashville Radio Corp. be removed from hearing docket.

**KWJJ Portland, Ore.**—Granted petition for leave to intervene in hearing on application of KSCO Santa Cruz, Calif.

**WBCM Bay City, Mich.**—Granted petition for leave to intervene in hearing on application of Pellegrin & Smeby, Detroit.

**WJOI Florence, Ala.**—Granted petition to dismiss without prejudice its application.

**Bunker Hill Bcstg. Co., Boston**—Granted petition for leave to amend application to show change in officers, directors and stockholders etc.

**Granite State Bcstg. Co. Inc., Claremont, N. H.**—Granted petition to accept written appearance filed late in re Docket 8565.

**WAAF Chicago**—Granted petition requesting deletion of issues No. 1 and 3 of Commission's order of April 30 designating its application for hearing.

**KUGN Eugene, Ore.**—Granted petition for leave to amend its application to specify 1 kw unl. on 1280 kc, with changed DA, in lieu of 1 kw-D 500 w-LS, on same frequency with DA.

**Mound Bcstg. Corp., Newark, Ohio**—Granted petition for leave to amend application to show addition of three new stockholders.

**The Mount Vernon Bcstg. Co., Mount Vernon, Ohio**—Granted petition for leave to amend application to show that all shares of stock subscribed have been paid for, with exception of five shares; make change to reflect changes in petitioner's financial condition.

**KPHO Phoenix, Ariz.**—Granted petition for leave to amend application to specify new trans. site and DA system.

**John C. Mullens, Phoenix, Ariz.**—Granted petition for leave to amend his application to specify 910 kc 5 kw DA-N unl. in lieu 920 kc 1 kw D; specify new trans. and ant. site, and to change applicant from individual to corporation, Desert Bcstg. Co. Inc., etc.

**Piedmont Bcstg. Co., Greenville, S. C.**—Denied petition requesting leave to amend its application.

**Woodward Bcstg. Co., Detroit**—Granted petition requesting continuance of hearing on its application and hearing presently scheduled Dec. 10 was continued to March 10, 1948.

**Fort Bend County Bcstg. Co., Rosenberg, Tex.**—Granted petition insofar as it requests removal from hearing docket of its application; dismissed petition insofar as it requests immediate consideration and grant of application.

**Lake Bcstg. Co. Inc., Gary, Ind.**—Granted petition requesting leave to amend application to specify 1270 kc with 1 kw unl. in lieu 1560 kc 500 w-N 1 kw-D unl. etc. Amendment was accepted and application removed from hearing docket.

**WDAE Tampa, Fla.**—Denied petition requesting leave to intervene in proceeding on application of Coastal Bcstg. Co.

**Blackhawk Bcstg. Co., Sterling, Ill.**—Granted petition for leave to amend application to specify 100 w unl. in lieu of 250 w.

**Charles Wilbur Lamar Jr., Morgan City, La.**—Granted petition to accept late his written appearance in re proceeding in Docket 8302.

**Home News Pub. Co., New Brunswick, N. J.**—Granted petition that Commission sever its application from consolidated proceeding, and that its application be heard separately. Commission ordered that such separate hearing be heard on Dec. 11 in Washington.

**WHOL Allentown, Pa.**—Granted petion for leave to intervene in proceeding on application of Home News Pub. Co.

**Capitol Bcstg. Co., Trenton, N. J.**—Granted petition requesting continuance of hearing on its application et al, from Dec. 11 to Jan. 8, 1948.

**Abe Lapides, Pontiac, Mich.**—Granted petition requesting reinstatement of his application as amended, to request 730 kc with DA in lieu 830 kc etc. Amendment was accepted and application reinstated.

**Hub City Bcstg. Co., Hattiesburg, Miss.**—Granted petition for leave to amend its application to specify 1220 kc 250 w D in lieu of 1230 kc 250 w unl. etc. Amendment was accepted and application removed from hearing docket.

**KXOA Sacramento, Calif.**—Granted petition for leave to amend its application to specify 1470 kc instead of 1480 kc; new DA, etc. Amendment was accepted and application removed from hearing docket. Further ordered that application of KYOS Merced be removed from hearing docket.

**WEAM Arlington, Va.**—Granted petition for leave to amend application to show new trans. site, technical data, etc.

**Terrell Broadcast Corp., Terrell, Tex.**—Granted in part petition for leave to amend its application to specify 1570 kc in lieu of 1220 kc, etc. Amendment was accepted and application removed from hearing docket. Insofar as petition requests grant of application it is denied. Also ordered removal from hearing docket of application of Grayson Bcstg. Corp.

**Kosciusko Bcstg. Corp., Warsaw, and Logansport, Bcstg. Corp., Logansport, Ind.**—Referred to Commission joint petition requesting that issues No. 1, 3 and 7 of Commission's order of Nov. 24, be stricken.

**Greater Muskegon Bcstrs. Inc., Muskegon, Mich.**—Granted petition for leave to amend its application to specify trans. site "to be determined" in lieu of present trans. site etc.

**Charles Wilbur Laman Jr., Morgan City, La.**—Granted petition for continuance of hearing on his application from Dec. 10 to Feb. 10, 1948.

**Irwin C. Stoll, Lansing, Mich.**—Granted petition to dismiss without prejudice his application.

**Empire Coil Co. Inc., Avon, Conn. et al**—Ordered that consolidated hearing on applications for television stations in Hartford, etc. shall commence Jan. 19 at Hartford, Conn.

**The Massillon Bcstg. Co., Massillon, Ohio**—Granted petition for leave to amend application to specify 1310 kc 1 kw D DA in lieu 1450 kc 250 w unl. etc. Amendment was accepted and application removed from hearing docket.

**Agnes Jane Reeves Greer, Dover, Ohio**—Granted petition requesting that hearing on her application now scheduled Dec. 11 at Dover, be moved to Washington, D. C., and heard on that date.

**Radio Lakewood Inc., Lakewood, Ohio**—Granted in part petition for leave to amend its application to specify new DA and amendment with exhibit was accepted.

**KSAL Salina, Kan.**—Granted petition for dismissal of its petition for reconsideration filed May 19 as supplemented June 5, insofar as it relates to grant of application of Des Moines Bcstg. Corp.

**KSEO Durant, Okla.**—Granted petition for leave to intervene in hearing on application of Texas Star Bcstg. Co.

**WMUS Muskegon, Mich.**—Denied petion requesting Commission enlarge issues in proceding in re its application.

**Journal-Review, Crawfordsville, Ind.**—Granted petition for continuance of hearing now scheduled Dec. 18 on its application and application of Richardson, Spring & Adair and continued same to Jan. 13; granted enlargement of issues to include issue to determine overlap, if any, that will exist between the service areas of WASK Lafayette and proposed station of Richardson, Spring & Adair.

(Continued on page 76)

# ACTIONS OF THE FCC

DECEMBER 5 to DECEMBER 11

| | | |
|---|---|---|
| CP-construction permit | ant.-antenna | cond.-conditional |
| DA-directional antenna | D-day | LS-local sunset |
| ERP-effective radiated power | N-night | mod.-modification |
| ST-studio-transmitter | aur-aural | trans.-transmitter |
| synch. amp.-synchronous amplifier | vis-visual | unl.-unlimited hours |


ON THE AIR A 1 YEAR THIS WEEK

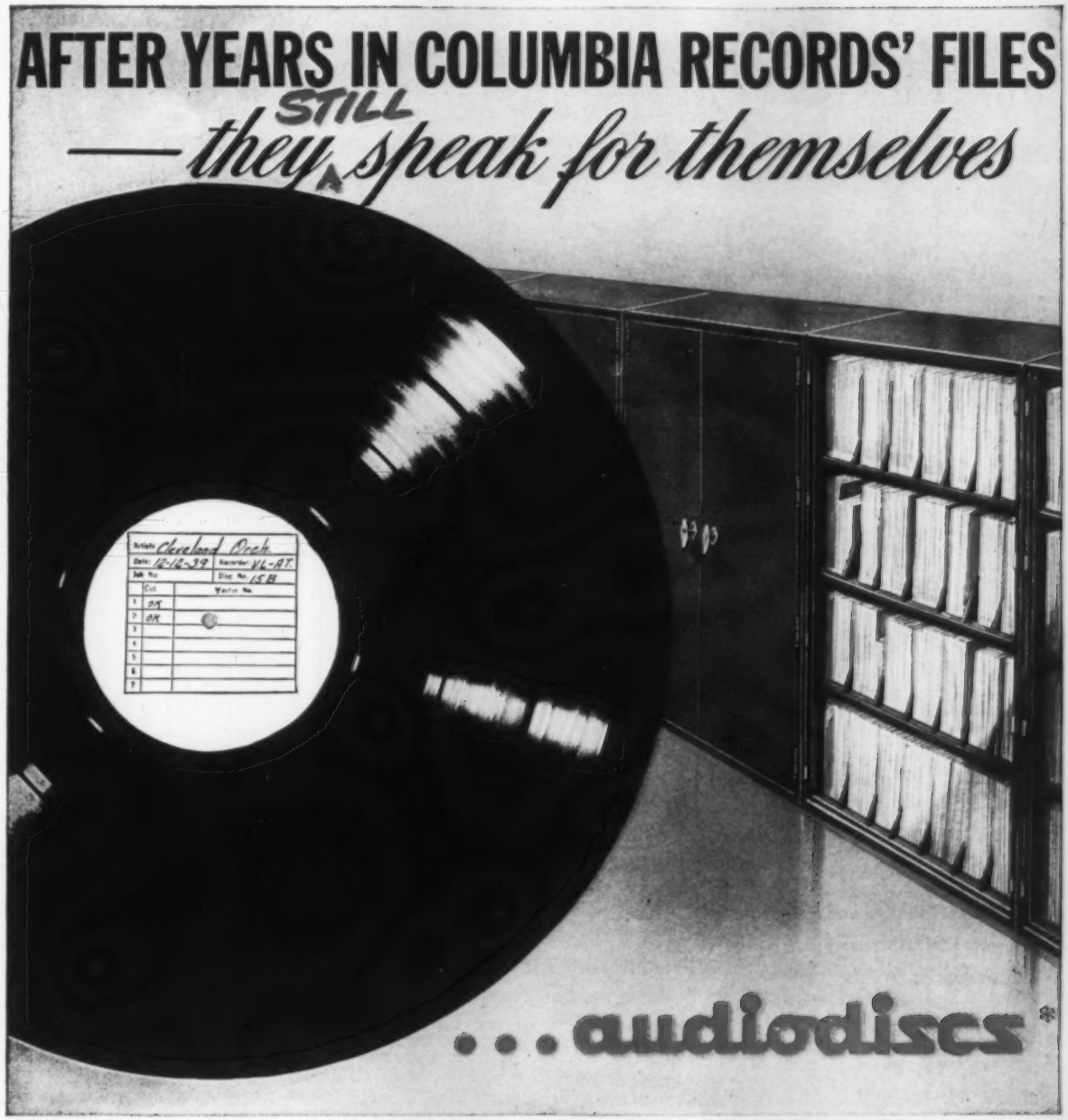
WNEB

WORCESTER • MASSACHUSETTS

100% RAYTHEON EQUIPPED

# AFTER YEARS IN COLUMBIA RECORDS' FILES

## —they STILL speak for themselves




*"Master safety disc No. 15B — an AUDIODISC — recorded December 12, 1939, was taken from our files and played back on September 12, 1947. This test showed that after almost eight years the recorded quality was still excellent and there was no measurable increase in surface noise. Surface noise of a new cut, made on this disc at the same date in 1947, was no different from the original cut."*

This is the brief, factual report by Columbia recording engineers on a test made to measure the lasting qualities of AUDIODISCS. In the photograph the two large bands show the orchestral recording made in 1939. Close to these are the unmodulated grooves cut this year.

One more convincing proof of a most important claim— *"AUDIODISCS do not deteriorate with age either before or after recording, and there is no increase in surface noise from the time of recording to playback or processing—whether it be a few days or many years."*

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Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N. Y.

*Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris*

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Satisfaction is the Key to Lingo Progress

"...I find your Radiator very efficient..."

"... I put in a very fine ground system and this together with your antenna gives us considerable more coverage than engineering indicated we would receive....
"... thank you for the many months of patient cooperation...."
—Chas. P. Blackley
General Manager
Station WTON
Staunton, Va.

LINGO
Vertical Tubular Steel
RADIATORS

For peak efficiency and cooperation on your radiator, rely on Lingo 6 "Exclusives":

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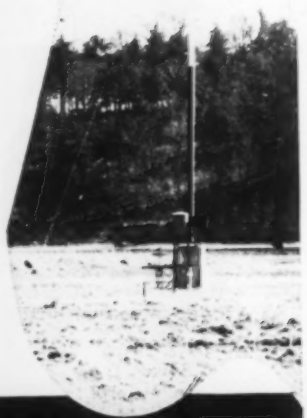
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

GET FREE ENGINEERING HELP

Write today for help on such pertinent problems as proper radiator height, ground systems, etc. (Indicate location, power proposed frequency.)



JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

## FCC Actions

(Continued from page 74)

### Decisions Cont.:

**Ashbacker Radio Corp., Manistee, Mich.**—Granted petition to dismiss without prejudice its application and ordered application of Manistee Radio Corp. removed from hearing Docket.

**Western Reserve Bcstg. Co., Cleveland**—Granted petition to dismiss without prejudice its application.

**WERC Erie, Pa.**—Granted petition for leave to intervene in hearing on applications of Western Reserve Bcstg. Co. and The Civic Bcstrs. Inc.

**(By Commissioner Jones)**

**KRUX Phoenix, Ariz.**—Granted authority to take depositions in proceeding on application.

**WLOK Lima, Ohio**—Granted leave to intervene in consolidated proceeding on applications of Washtenaw Bcstg. Co. Inc., et al.

**Herald Bcstg. Co., Levelland, Tex.**—Granted in part petition requesting continuance of consolidated hearing in re presently scheduled Dec. 3 and continued same to Jan. 14.

**Harold H. Thoms, Spartanburg, S. C.**—Granted in part petition for continuance of hearing scheudled for Dec. 4 on his application and continued same to Jan. 7.

**Piedmont Bcstg. Co., Greenville, S. C.**—Dismissed as moot petition requesting continuance of hearing in re its application and that of Harold H. Thoms.

### December 8 Applications . . .

**ACCEPTED FOR FILING**

**Transfer of Control**

**KOOL Phoenix, Ariz.** — Voluntary transfer of control of licensee corporation from Carl Dexter Haymond, John K. Clarke, Herbert M. Bingham, Frank Beer, James A. Murphy, Paul F. Benton and Jerrold P. Geehan to (Orvon) Gene Autry. (800 sh. capital stock—100%.)

**Assignment of License**

**KSGN Centerville, Calif.**—Voluntary assignment of license from E. L. Barr, Elmer Rheingans, Jake Rheingans and Estey H. Walton, partnership d/b as Radio Sanger Co. to E. L. Barr, Elmer Rheingans, Jake Rheingans, Estey H. Walton and Strother P. Walton, partnership d/b as Radio Sanger Co.

**Transfer of Control**

**KSJO San Jose, Calif.**—Voluntary transfer of control of licensee corporation from Redwood Bcstg. Co. Inc. to Patrick Healy Peabody. (7,000 sh. common—100%.)

**AM—1490 kc**

**Fairfield County Bcstg. Co., Norwalk, Conn.**—CP new standard station 1490 kc 100 w unl.

**AM—950 kc**

**WAAF Chicago**—CP change hours from D to unl., change type trans., change DA-N to DA-DN and change trans. location. AMENDED to change power from 1 kw N 5 kw D to 5 kw DN, make changes in DA and change trans. location.

**Transfer of Control**

**WWXL Peoria, Ill.**—Voluntary transfer of control of licensee corporation from Joseph H. Giddan, Max J. Lipkin, Sam J. Stone, Morris Enda and Harry Fracter to Myron A. Reck and Homer D. Morrow. (946½ sh. common—100%.)

**AM—1340 kc**

**Richardson, Spring & Adair, Crawfordsville, Ind.**—CP new standard station 1340 kc 100 w unl. AMENDED to change name of applicant from O. E. Richardson, Joe Gibbs Spring and Robert C. Adair, partnership d/b as Richardson, Spring & Adair, to O. E. Richardson, J. Gibbs Spring, Curtis S. Horn and Thomas W. Morley, partnership d/b as Crawfordsville Bcstg. Assn.

**AM—1310 kc**

**WISH Indianapolis**—CP make changes in DA and mount FM ant. on north tower.

**AM—1110 kc**

**WSLA Hammond, La.**—CP install new trans. and change trans. and studio locations.

**AM—710 kc**

**KTBS Shreveport, La.**—CP increase power from 5 kw DN to 5 kw N 10 kw D, change frequency from 1480 to 710 kc, changes in DA-DN, install new trans. and change trans. location. AMENDED to change DA and change trans. site.

**AM—1430 kc**

**The Capital Bcstg. Co., Annapolis, Md.**—CP new standard station 1430 kc 500 w DA-N. AMENDED re officers, directors and stockholders.

**AM—950 kc**

**Beacon Bcstg. Co. Inc., Boston**—CP new standard station 950 kc 5 kw. AMENDED to make changes in corporate structure.

**Acquisition of Control**

**WTTM Trenton, N. J.**—Voluntary acquisition of control of licensee corporation from Elmer H. Wene to S. Carl Mark (490 sh. common—50%.)

**AM—1290 kc**

**Martins County Bcstg. Co., Williamston, N. C.**—CP new standard station 1290 kc 1 kw D.

**Transfer of Control**

**KBKR Baker, KLBM La Grande and KSRV Ontario, Ore.**—Involuntary transfer of control of licensee corporation from Marshall E. Cornett, deceased, to Olive B. Cornett, executrix of estate. (126 sh. common—50.4%.)

**Modification of CP**

**WQQW-FM Washington, D. C.**—Mod. CP as mod. which authorized new FM station for extension of completion date.

**KNX-FM Hollywood, Calif.**—Same.
**KCLI Los Angeles**—Same.
**KRCC Richmond, Calif.**—Same.
**KJBS-FM San Francisco**—Same.
**WDAK-FM Columbus, Ga.**—Same.
**WTAD-FM Quincy, Ill.**—Same.
**WMLL Evansville, Ind.**—Same.
**KIMV Grant Township, Kan.**—Same.
**WBRL-FM Baton Rouge, La.**—Same.

**WBUZ Bradbury Heights, Md.**—Mod. CP which authorized new FM station to change type trans. and to make changes in ant. system.

**WBOC-FM Salisbury, Md.**—Mod. CP which authorized new FM station for extension of completion date.

**License for CP**

**WMAS-FM Springfield, Mass.**—License to cover CP as mod. which authorized new FM station.

**Modification of CP**

**WJLB-FM Detroit, Mich.**—Mod. CP which authorized changes in FM station for extension of completion date.

**WFRS Grand Rapids, Mich.**—Same.
**KXOK-FM St. Louis**—Same.
**KWGD St. Louis**—Same.

**WTOA Trenton, N. J.**—Mod. CP as mod. which authorized new FM station to change type trans. and make changes in ant. system.

**Transfer of Control**

**WGNR New Rochelle, N. Y.**—Voluntary transfer of control of permittee corporation from Edgar Sandford and Lawrence Goldring to Julian H. Gins (100%).

**Modification of CP**

**WHFM Rochester, N. Y.**—Mod. CP which authorized changes in FM station for extension of completion date.

**WMFR-FM High Point, N. C.**—Mod. CP as mod. which authorized new FM station for extension of completion date.

**FM—106.5 mc**

**Adelaide Lillian Carrell, Ponca City, Okla.**—CP new FM station (Class B) on Channel 293, 106.5 mc, ERP 20 kw.

**Modification of CP**

**WFBG-FM Altoona, Pa.**—Mod. CP as mod. which authorized new FM station for extension of completion date.

**WESB-FM Bradford, Pa.**—Mod. CP as mod. which authorized new FM station for extension of completion date.

**WABX Harrisburg, Pa.**—Mod. CP as mod. which authorized new FM station to change type trans., ERP to 930 w, make changes in ant. system and change commencement and completion dates.

**WFBC-FM Greenville, N. C.**—Mod. CP as mod. which authorized new FM station for extension of completion date.

**KGNC-FM Amarillo, Tex.**—Same.
**KMHB Belton, Tex.**—Same.

**FM—103.1 mc**

**Anson B. Brundage, Grand Prairie, Tex.**—CP new FM station (Class A) on Channel 276 and ERP 383 w.

**Modification of CP**

**KVWC-FM Vernon, Tex.**—Mod. CP which authorized new FM station for extension of completion date.

**WSAP-FM Portsmouth, Va.**—Mod. CP as mod. which authorized new FM station to change ERP to 110 kw and change commencement and completion dates.

**WLPM-FM Suffolk, Va.**—Mod. CP as mod. which authorized new FM station for extension of completion date.

**WTAQ-FM Green Bay, Wis.**—Same.

**FM—91.1 mc**

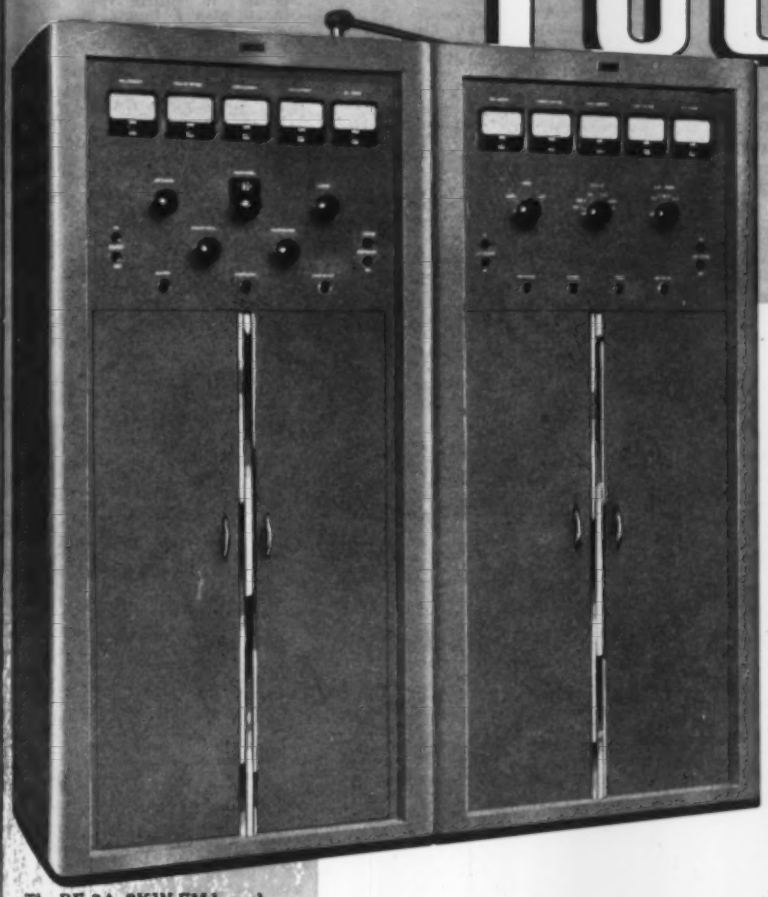
**San Diego Unified School District, San Diego, Calif.**—CP new non-commercial educational (FM) station on Channel 216, 91.1 mc 3400 w.

**TV—186-192 mc**

**S. H. Patterson, San Francisco**—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 19.4 kw, aur. 13.9 kw and unl.

(Continued on page 78)

# YOUR FM PLANS WILL BE *BETTER*



The BF-3A, 3KW FM broadcast transmitter,--part of the Gates family of better FM equipment.

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It's Built Better
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The slide rule has its place but Gates "proven performance" in FM is as valuable, we think, as the equipment itself. In Quincy, Illinois, home of the Gates factory, are a pair of FM stations that are measured, watched, clocked and diagnosed.

W9XLZ, the Gates experimental FM station uses low power, then high power, has been installed to reflect good, fair and poor operating conditions. In short, Gates engineers wanted all the answers whether the transmitter was mounted in a modern copper screened room or the third floor of a barn.

WQDI, the commercial FM broadcasting station of the Quincy Herald-Whig offers superb conditions to screen a Gates 3 Kw. transmitter after a long day of operation. Temperature rises, stability, and wear are continually observed.

This is but a part of Gates "proven performance". The rest is never ending because every day Gates engineers are actively engaged in proving performance.

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Eastern Sales Office: 13th & E St., N.W., Washington, D. C.
Western Sales Office: 1350 N. Highland Ave., Hollywood 28
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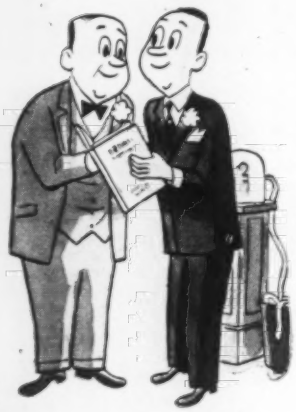
Speed is often vita: when you're exporting goods abroad. All kinds of auto parts are regularly shipped by Air Express all over the world. *Speed pays.*



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- Low rates—special pick-up and delivery in principal U.S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines. • Air-rail between 22,000 off-airline offices.
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## FCC Actions

(*Continued from page 76*)

### Applications Cont.:

**TV—54-60 mc**

**The Constitution Pub. Co., Atlanta, Ga.**—CP new commercial television station on Channel 2, 54-60 mc, ERP vis. 15.8 kw, aur. 9.05 kw and unl.

**TV—82-88 mc**

**Stephens Bcstg. Co., New Orleans**—CP new commercial television station on Channel 6, 82-88 mc, ERP vis. 21 kw, aur. 10.5 kw and unl.

**License Renewal**

Applications for renewal of standard broadcast license filed by: **KOAT Albuquerque, N. M., KSAN San Francisco, Calif., WPLH Huntington, W. Va., WMVG Milledgeville, Ga.**

**AM—1360 kc**

**Whittier Bcstg. Co., Whittier, Calif.**—CP new standard station 1360 kc 250 w D.

**Relinquishment of Control**

**KVNI Coeur D'Alene, Ida.**—Voluntary relinquishment of control of licensee corporation from The Scripps Newspapers Inc. and Burl C. Hagadone to Harry Henke Jr., (500 sh Class A and 500 sh Class B stock—20%.)

**AM—1500 kc**

**Southern Idaho Bcstg., Preston, Ida.**—CP new standard station 1500 kc 250 w unl. AMENDED to change name of applicant from J. L. Peterson & Mark L. Checketts d/b as Southern Idaho Bcstg. to Southern Idaho Bcstg. Co. Inc., change frequency from 1500 to 1340 kc, changes in ant.; change trans. location and change studio location.

**AM—1450 kc**

**The Cornbelt Bcstg. Co., Storm Lake, Iowa**—CP new standard station 1450 kc 250 w unl.

**AM—1220 kc**

**Ottawa Bcstg. Co., Ottawa, Kan.**—CP new standard station 1220 kc 250 w D.

**Modification of CP**

**WHTC Holland, Mich.**—Mod. CP which authorized new standard station for approval of ant., trans. and studio locations. AMENDED to change trans. and studio locations.

**AM—1450 kc**

**KATE Albert Lea, Minn.**—CP install new vertical ant. and new trans. and change trans. location. AMENDED to change trans. location.

**AM—1420 kc**

**Highland Bcstg. Corp., Peekskill, N. Y.**—CP new standard station 1420 kc 250 w D. AMENDED to change power from 250 w to 500 w and change type trans.

**AM—1470 kc**

**United Bcstg. Corp., Pittsburgh**—CP new standard station 1470 kc 5 kw DA and unl. AMENDED to change power from 5 kw to 1 kw N 5 kw D, make changes in DA and change trans. location.

**Modification of CP**

**KSDB Sioux Falls, S. D.**—Mod. CP which authorized a new standard station to change type of trans., for approval of ant. and trans. location and to specify studio location.

**AM—1440 kc**

**KFDA Amarillo, Tex.**—CP change frequency from 1230 to 1440 kc, increase 250 w DN to 5 kw D 1 kw N, install new trans. and DA-N and change trans. location. (Facilities to be relinquished by KGNC.) AMENDED to change DA-N.

**AM—780 kc**

**Charles L. Cain, Grand Prairie, Tex.**—CP new standard station 1390 kc 1 kw D. AMENDED to change frequency from 1390 kc to 780 kc and change power from 1 kw to 250 w.

**AM—980 kc**

**Fort Bend County Bcstg. Co., between Richmond and Rosenberg, Tex.**—CP new standard station 980 kc 250 w and D. AMENDED to change power from 250 w to 500 w and change type trans.

**AM—1010 kc**

**Mountain Empire Bcstg. Corp., near Marion, Va.**—CP new standard station 1000 kc 1 kw D. AMENDED to change frequency from 1000 to 1010 kc.

**Relinquishment of Control**

**KNEW Spokane, Wash.**—Voluntary relinquishment of control of licensee corporation from the Scripps Newspapers Inc. and Burl C. Hagadone to Harry Henke Jr. (500 sh. Class A and 500 sh. Class B stock—20%.)

**AM—1230 kc**

**Edward J. Breece, Lander, Wyo.**—CP new standard station 1230 kc 250 w unl.

**Transfer of Control**

**WWXL-FM Peoria, Ill.**—Voluntary transfer of control from Joseph H. Giddan, Max J. Lipkin, Sam J. Stone, Morris Enda, and Harry Fracter to Myron A. Reck and Homer D. Morrow.

**Modification of CP**

**WITH-FM Baltimore, Md.**—Mod. CP which authorized new FM station for extension of completion date.

**Acquisition of Control**

**WTTM-FM Trenton, N. J.**—Voluntary acquisition of control from Elmer H. Wene to S. Carl Mark.

**Assignment of CG**

**KCOR-FM San Antonio, Tex.**—Voluntary assignment of conditional grant to KCOR Inc.

**TV—76-82 mc**

**The Fort Industry Co., Miami, Fla.**—CP new commercial television station on Channel 5, 76-82 mc, ERP 18.6 kw vis., aur. 9.77 kw unl.

**TV—60-66 mc**

**Jefferson Standard Bcstg. Co., Charlotte, N. C.**—CP new commercial television station on Channel 3, 60-66 mc, ERP vis. 15.2 kw, aur. 7.98 kw unl.

**TV—198-204 mc**

**The Cincinnati Times-Star Co., Cincinnati, Ohio**—CP new commercial television station on Channel 11, 198-204 mc, ERP vis. 22.94 kw, aur. 12.075 kw unl.

**Developmental FM**

**Copper City Bcstg. Corp., Utica, N. Y.**—CP new developmental station on 937 mc, emission special for FM, power of 4 w and hours in accordance with Sec. 4.363.

**License Renewal**

Applications for renewal of standard broadcast stations license filed by: KATE Albert Lea, Minn., KLBM La Grande, Ore., KSRV Ontario, Ore., KVMV Twin Falls, Ida., WFPG Atlantic City, N. J., WGPC Albany, Ga., WHDL Olean, N. Y., WLEU Erie, Pa., WLPM Suffolk, Va., WNVA Norton, Va., WPAM Pottsville, Pa., WRQN Vidalia, Ga.

**APPLICATION DISMISSED**

**AM—840 kc**

**Bay Cities Radio Corp., Santa Monica, Calif.**—CP new standard station 840 kc 5 kw D. DISMISSED Dec. 4 by request of applicant.

**TENDERED FOR FILING**

**AM—1340 kc**

**Antelope Valley Bcstg. Co., Lancaster, Calif.**—CP new standard station 1340 kc 250 w unl.

**AM—940 kc**

**Eastern Indiana Radio Corp., Muncie, Ind.**—CP new standard station 940 kc 250 w D.

**AM—1170 kc**

**The Princeton Bcstg. Co., Princeton, Ky.**—CP new standard station 1170 kc 250 w D.

**AM—1540 kc**

**Cadillac Bcstg. Co., Hamtramck, Mich.**—CP new standard station 1540 kc 1 kw D.

**AM—1490 kc**

**Birney Imes Jr., Grenada, Miss.**—CP new standard station 1490 kc 250 w unl.

**Transfer of Control**

**WSYR WSYR-FM, Syracuse, N. Y.**—Consent to transfer of control of WSYR WSYR-FM and relay stations WBIN WEGT WFYA WHLL from Harry C. Wilder and others to Radio Projects Inc.

**Assignment of License**

**WJMO Cleveland**—Consent to assignment of license to WJMC Bcstg. Co.

**WPIT WPIT-FM Pittsburgh**—Consent to assignment of license of AM and CP of FM to WPIT Inc.

**KWHK Hutchinson, Kan.**—Consent to assignment of license to KWHK Bcstg. Co. Inc.

**WLBZ Bangor, Me.**—Consent to assignment of license to Eastland Bcstg. Co.

**SSA—1360 kc**

**KVRS Rock Springs, Wyo.**—Special service authorization to operate with 1360 kc 250 w N 1 kw D unl. and non-DA for period of six months.

**Assignment of CP**

**KNAF Fredericksburg, Tex.**—Consent to assignment of CP to Gillespie Bcstg. Co., corporation.

(*Continued on page 80*)

# Making Broadcast History!

## NEW RING-SEAL POWER TUBES FOR FM AND TELEVISION

**—110 to 220 mc frequency at max ratings**
**—1.5 to 6.4 kw typical Class C output**

GENERAL ELECTRIC'S great 1947 series of ring-seal power tubes spells more efficient performance to those who build—or use—FM and television transmitters. Modern as tomorrow's telecast, these v-h-f tubes need minimum neutralization . . . are directly designed for grounded-grid circuits . . . meet in every way the *new* requirements of *new* station equipment going into service.

Ring-seal design — a G-E development—makes it possible to plug in a tube quickly, so that time off the air is cut to seconds. Firm terminal contacts with *wide surface areas* are another ring-seal advantage—moreover, all contacts are silver-plated to reduce r-f losses. An important aid to dependability and long life is the use, throughout the tube, of strong, enduring fernico metal-to-glass seals.

Your nearest G-E electronics office will be glad to give you prices and full information, as well as arrange for you to secure circuit application advice when desired. Or write direct to *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

**GL-7D21**
Tetrode, forced-air cooled. 110 mc frequency at max ratings. Typical power output (Class C telegraphy) 1,575 w.

**GL-5513**
Triode, forced-air cooled. 220 mc frequency at max ratings. Typical power output (Class C telegraphy, grounded-grid service) 2.45 kw.

**GL-5518**
Triode, forced-air cooled. 110 mc frequency at max ratings. Typical power output (Class C telegraphy, grounded-grid service) 6.4 kw.

**GL-9C24**
Triode, water and forced-air cooled. 220 mc frequency at max ratings. Typical power output (Class C telegraphy, grounded-grid service) 6.4 kw.

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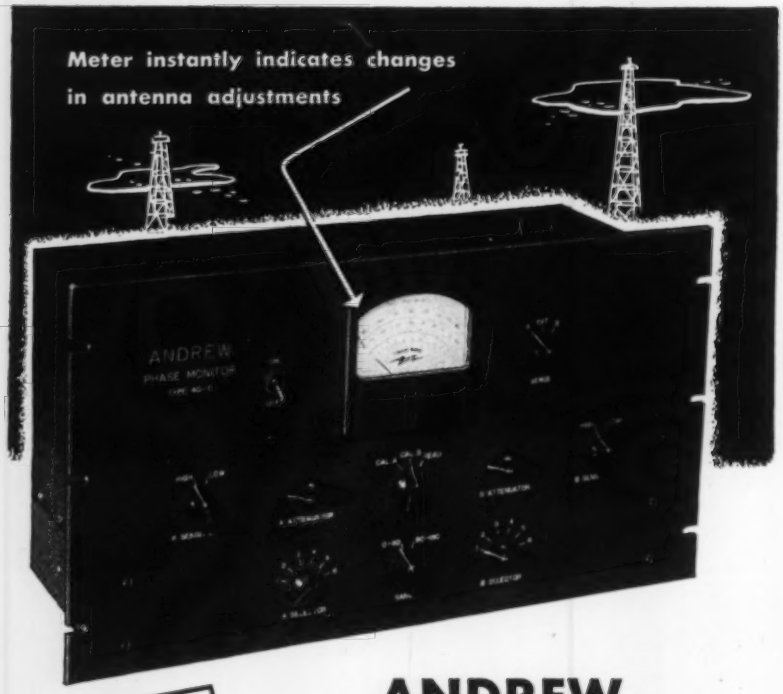


ANDREW

New MODEL 40-C PHASE MONITOR

The ANDREW Type 40-C Phase Monitor is a modern, new instrument, designed to facilitate adjustment and maintenance of broadcast directional antenna arrays. Accurately measuring both angle of phase difference and ratio of antenna current amplitude, it provides a quick, direct check on antenna system adjustment.

An exclusive Andrew feature permits measurement of current ratios and phase angles in degrees on a single meter. This affords immediate observation of the effects of small antenna circuit adjustments.

Sensitivity is high—better than one volt from 550 to 1600 KC.

Six individual input circuits accommodate directional systems utilizing as many as six towers.

*Write for Bulletin 47 for full details. Prompt placement of your order will assure delivery when needed.*

*Many stations already have purchased this new Phase Monitor; among them are:*

| | | | |
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| CJCA | KJAY | WBOC | WKBZ |
| CKCH | KLOU | WBTM | WKOW |
| KCBC | KOGT | WDEV | WKVM |
| KCRG | KOLO | WGAD | WRGA |
| KDSH | KSBW | WGIO | WROW |
| KFSA | KSEL | WGTM | WRWR |
| KGFM | KVGB | WHHT | WSAV |
| KGHI | KVOH | WHIS | WTMC |
| KGIL | KVVC | WINZ | WVIS |
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ANDREW

ANDREW CORPORATION

363 EAST 75TH STREET · CHICAGO 19, ILL.

*Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment*


## FCC Actions

*(Continued from page 78)*

### December 9 Decisions . . .

**DOCKET CASE ACTIONS**

**AM—1490 kc**

Announced proposed decision looking toward grant of application of Rich Pub. House Inc. for new station at Midland, Mich. 1490 kc 250 w unl. and denial of application of Midland Bcstg. Co. seeking same facilities. (Comr. Jones concurred in result).

Announced proposed decision looking toward denial of applications of Valley Bcstg. Co., San Fernando; California Bcstg Co., Santa Monica, and Crescent Bay Bcstg. Co., Santa Monica, each requesting new station in respective cities on 1460 kc 250 w D. Applications seek authority to construct and operate a Class IV station upon regional channel 1460 kc in Los Angeles metropolitan area, such proposals being in contravention of rules and standards governing assignments of Class III frequencies.

**(By The Secretary)**

**W10XQB Philco Tele. Bcstg. Corp., area between Philadelphia and New York**—Granted license covering changes in freq. in exp. TV station.

**WVJS Owensboro, Ky.**—Granted mod. CP to change type trans.

**WNKT Waltham, Mass.** — Granted mod. CP to change type trans., for approval of ant. and trans. location and to specify studio location.

**WGIV Charlotte, N. C.**—Granted mod. CP to change type trans. and to specify studio location.

Following were granted mod. CP for extension of completion dates as shown: WBRC-FM Birmingham, to 4-1-48; KWRN-FM Reno, Nev., to 3-24-48; WLOG-FM Logan, W. Va., to 3-4-48; WJEJ-FM Hagerstown, Md., to 2-6-48; WKAP-FM Allentown, Pa., to 2-13-48; WRAK-FM Williamsport, Pa., to 3-30-48; WTHI Terre Haute, Ind., to 2-5-48; KSTN Stockton, Calif., to 7-1-48; KWIL Albany, Ore., to 12-16-47; KDUR Durant, Okla., to 6-1-48; KTAN Sherman, Tex., to 3-17-48; WOLF Syracuse, N. Y., to 12-31-47; WKAQ San Juan, to 6-1-48; KYLE Alamogordo, N. M., to 6-18-48; KOME Tulsa, Okla., to 8-1-48; WMFR High Point, N. C., to 1-30-48; KMTC Marysville, Calif., to 12-10-47; WHKC Columbus, Ohio, to 6-29-48; WKST New Castle, Pa., to 3-1-48; WKBZ Muskegon, Mich., to 4-30-48; KCRG Cedar Rapids, Iowa, to 1-30-48; WTSP St. Petersburg, to 3-1-48.

**KYJC Medford, Ore.**—Granted license for new station 1230 kc 250 w unl.

**KURV Edinburg, Tex.**—Granted license for new station 710 kc 250 w D.

**KIYI Shelby, Mont.**—Granted license for new station 1230 kc 250 w unl.

**KVMA Magnolia, Ark.**—Granted mod. CP to change type trans. and for approval of trans. and studio locations.

**WTOR Torrington, Conn.**—Granted mod. CP to change type trans., make changes in vertical ant. and change trans. and studio locations.

**WCSS Amsterdam, N. Y.**—Granted mod. CP to change type trans. and for approval of ant. trans. and studio locations.

**KWRO Coquille, Ore.**—Granted mod. CP to change type trans., for approval of ant., trans. and studio locations, and to change name to W. E. Walsh & Walter L. Read, partnership d/b as KWRO Bcstrs.

**WRHI Rock Hill, S. C.**—Granted CP to make changes in vertical ant. and mount FM ant. on AM tower, and change type trans.

**WMRF-FM Lewiston, Pa.**—Granted mod. CP to change completion date to 2-29-48 and change type trans. and ant. system.

**KIRX Kirksville, Mo.**—Granted license for new station 1450 kc 250 w unl.

**KTFI Twin Falls, Ida.**—Granted license for increase in power to 1 kw-N 5 kw-LS, install new trans. and change studio location.

**KFSA Ft. Smith, Ark.**—Granted license which authorized change in hours to unl., power to 500 w-N 1 kw-LS, and install DA-N.

**WGUY Bangor, Me.**—Granted license for new station 1450 kc 250 w unl.

**KAMQ Amarillo, Tex.**—Granted license for new station 1010 kc 1 kw D.

**KSIM Sikeston, Mo.**—Granted mod. CP to change type trans. and for approval of ant. trans. and studio locations.

*(Continued on page 94)*

# WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

## does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

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## "THE MILLION DOLLAR BALLROOM"

*million dollar talent and music to produce millions of sales for YOU in America's richest market!*

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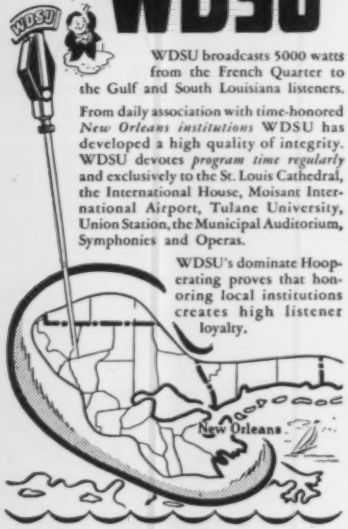
TALK to the SOUTH'S EAR ZONE through WDSU

WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.

From daily association with time-honored *New Orleans institutions* WDSU has developed a high quality of integrity. WDSU devotes *program time regularly* and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.

WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.

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1280 kc 5000 Watts
JOHN BLAIR AND COMPANY
Representative

The Swing is to WHB in Kansas City

WHB
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• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

# PROGRAMS

TO HELP listeners solve Christmas gift problem, WBRK Pittsfield, Mass. is presenting new nightly-show titled "Peg and Ted Go Christmas Shopping." Woven through homey atmosphere script are messages by three participating sponsors. Tricky and unusual presents, along with standard gifts offered by sponsors, are suggested to listeners as Christmas remembrances. Program is conducted by Ted and Peg Holmes.

### WIBG Christmas Party

ARRANGEMENTS have been completed for fifth annual Christmas Party for underprivileged children, conducted by Zella Drake Harper, director of women's programs, WIBG Philadelphia. Youngsters from 14 institutions and social aid groups will be brought to Keith Theatre Saturday morning, Dec. 20, by special buses to see a children's movie, and vaudeville show featuring Uncle Jim Willard. Party will be broadcast over WIBG. Santa Claus will arrive escorted by Philadelphia's Mayor Bernard Samuel and 6,000 gifts will be distributed to children, as well as special large gifts to the homes. Gifts have been donated by listeners to two daily Zella Drake Harper programs.

### Pre-'Town Meeting'

LOCAL town meeting is held in Charlotte, N. C. each week under auspices of WAYS to discuss topic of "America's Town Meeting of the Air" before that program is aired on ABC. Leading figures in Charlotte convene at Mint Museum, with public invited, to discuss that night's subject. Group then listens to broadcast and remains for further discussion after show leaves the air. Station reports much enthusiasm over this plan, which increases interest in the show and furnishes local citizens means of actual participation.

### WSPA Christmas Features

CHILDREN'S THEATRE of WSPA Spartanburg, S. C., will play host to 2500 parents and children at a two-hour Christmas party on Dec. 17. Party will feature Children's Theatre presenting story of "The Little Donkey Who Knelt to Pray," group singing, clowns, and entertainment by Converse College faculty. Program will close with marionette show. Same performance will be given by the group at Reeves Brothers Mills Christmas party and Shrine Hospital, Greenville. Children's Theatre also will present Dickens' Christmas Carol over WSPA Dec. 21.

### 'Pulse of a Nation'

SERIES of 13-week dramatic shows sponsored jointly by Wayne U., Detroit, WJBK Detroit, and Automobile Manufacturers Assn., Detroit, will be presented the first of the year. Titled "Pulse of a Nation," it is the result of several months planning, and will be broadcast over both AM and FM channels of WJBK. Shows will re-enact significant social and economic changes which have taken place in America since introduction of motor vehicles.

### Homemaker Show

HOUSEWIFE program titled "Margaret Masters' Kitchen" is heard Mon.-Wed.-Fri. at 8:45-9:00 over KSL Salt Lake City. Program includes planning of low-cost menus, stories behind favorite recipes, new recipes, and features local housewife who appears on program as the "Good Cook of the Day," giving her favorite recipe over the air. Menus and recipes discussed on each program, along with "Good Cooks" recipes and other meal-planning hints are available free on request of listeners.

### 'Ladies Day'

HOMEMAKING problems and general topics of family interest are discussed on new show, "Every Day Is Ladies Day," aired over WLOW Norfolk, Va. Program features Louise Packard and Dick Gould who discuss problems in informal and sometimes argumentative fashion, giving both male and female side of each question. Each show is dedicated to a specific person, with brief biographical sketch presented. Program is sponsored by Bendix Washer.

### Sheriff is M.C.

SHERIFF of Minnesota's most populous county, Hennepin, Ed Ryan, has taken on added and unusual duties for a sheriff—he is now disc m.c. on 11:10 to midnight record show on KSTP St. Paul-Minneapolis. The six-foot-four-inch sheriff, whose hobbies are Gothic architecture and classical music, took over the show Dec. 5, after warmup sessions with Announcer Don Hawkins. Sheriff Ryan plans to veer away from bobby-sox small talk on his show. With his criminology background, he will slip in plugs against juvenile delinquency occasionally, along with personal and exciting anecdotes. Mr. Ryan joined Minneapolis police force in 1925, was later chief of police and was elected sheriff of Hennepin County last year.

### Civic Official Forum

VIEWS of city officials on matters of public policy and civic improvement are presented weekly over WISN Milwaukee on "Your Common Council" program, aired in cooperation with municipal government. Discussion is handled by two members of common council, with Norman Gill, executive secretary of Citizens Governmental Research Bureau of Milwaukee, as moderator. Panel discusses different civic subject each week in order to give citizens first hand information on city government. "Your Common Council" is aired on WISN Sat. at 5:45 p.m.

### KYW Christmas Features

TWO BANKS and two prisons have been scheduled as originating points for special Christmas programs to be presented by KYW Philadelphia, for forthcoming Yuletide season. For 14th year station will broadcast direct from Eastern State Penitentiary and from Philadelphia County Prison. Broadcasts are scheduled at 7:00 p.m. on successive Saturdays, Dec. 13 and 20. Prison band, glee club, novelty groups and soloists will be programmed. On Tuesday and Wednesday, Dec. 23 and 24, glee clubs of Land Title Bank and Trust Co. will present carol programs from banks.

### Aloha Week Coverage

HAWAII's Aloha Week events were covered by KPOA Honolulu, with the aid of two cabs in which mobile radiotelephone equipment had been installed. Among highlights of the event was the torchlight parade witnessed by 75,000 persons. The seven-day ceremony is scheduled to become an annual event.

### Table Tennis Telecast

ROUND-ROBIN table tennis tournament is being conducted by WTMJ-TV Milwaukee, with telecasts of tournament on that station Sat. 2-2:30 p.m. Tournament is directed by Virgil R. Carson, president of Wisconsin Table Tennis Assn., and nine top ranking players in the state are competing. In addition to telecasts of tournament, WTMJ-TV also is presenting video demonstrations in the sport each week.

### Overseas Game Aired

FOOTBALL FANS of Southern Idaho and Eastern Oregon heard broadcast of the Caldwell (Idaho) High School vs. Kaimuki Grid Squad football game played recently in Honolulu, Hawaii, through facilities of KFXD Nampa, Idaho. KFXD broadcast involved 3,000 miles of shortwave and line facilities, but station reports that program came in "clear as a bell." Local interest in game ran high, according to station officials, and many reports of appreciation for broadcast have been received.

### 'Strange Wills'

STORIES behind strange and often mysterious wills are basis of "Strange Wills," new program aired on WCOP Boston. Featuring Warren Williams, motion picture actor, as John Francis O'Connell, attorney at law, program combines fascinating legal investigations with psychological drama. Show is written by Ken Krippene, a lawyer who has completed ten years of research accumulating background material on more than 8000 strange wills to be used in these dramas. "Strange Will" is aired on WCOP Fri. at 7 p.m.

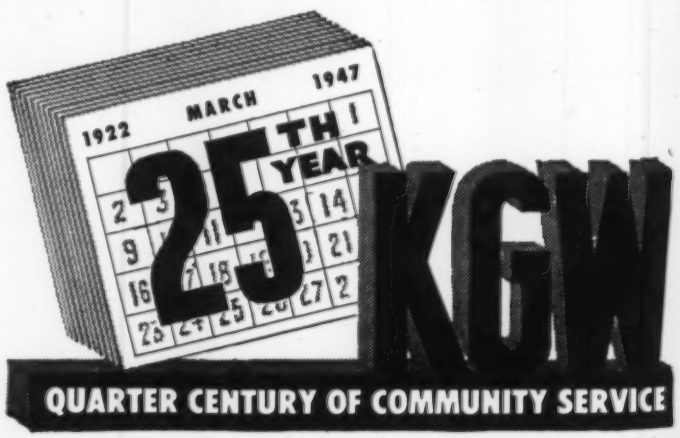
### Clothing Quiz

CLUES ON ARTICLES of clothing are featured on new quarter-hour program by local merchant on CJKL Kirkland Lake. Listeners hear remote announcer giving clues on certain articles of clothing. First shopper in the store to guess right answer wins a cash prize. There also is an additional prize for listening audience.

## Contest for Radio Script Writing Started by AER

A CONTEST to promote better radio writing was announced last week, with all students in colleges and universities eligible. Contest has been organized by the Assn. for Education by Radio, with cooperation from the Council of Teachers of English, National Educational Theater Assn., *Scholastic* magazine, *Writers* magazine, and *Players* magazine. Closing date is scheduled for March 30, 1948.

National sponsors who have contributed cash awards for the winners and are underwriting contest expenses are: General Electric Co., NAB, Audio Devices Inc., and Alpha Epsilon Rho. Regional sponsors are *Newark News* (WNJR), and the *Oklahoman* and *Times* (WKY Oklahoma City). Scripts should be submitted to AER Radio Script Contest, c/o U. of Oklahoma, Norman, Okla.



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## DU MONT Model TA-512-A

# DUAL ICONOSCOPE FILM PICKUP SYSTEM

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✔ Control console built in sections. Each section controls one camera. Extra section for mixing. Cameras may be added without altering installation.

✔ Accessibility—all units slide forward for servicing.

✔ Fatigue-proof operating controls. Fast. Efficient.

✔ Each camera monitored in one 5" monitor showing horizontal waveform; one 5" monitor showing vertical waveform; one 12" monitor showing complete picture.

✔ Improved preamplifier design reduces microphonics. Provides good signal-to-noise ratio, with easily adjustable high-frequency compensation. Permits projection of either negative or positive motion-picture film (negative saves film processing time and expense).

✔ Line-to-line clamping circuits improve overall low-frequency response, eliminate hum pickup, reduce need for vertical picture-shading correction.

✔ Film pickup units either floor-mounted or on track attached to wall and movable from one projector to another.

✔ Overall frequency response characteristic flat up to 6 mc., permitting excellent horizontal picture resolution.

***Yes indeed, a brand new standard of quality for film telecasting. Make your own comparisons!***

*Further details on request.*

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YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

**Because of the holidays up-coming, BROADCASTING'S advertising deadlines for Dec. 29 and Jan. 5 are advanced to Dec. 19 and Dec. 26 respectively.**

PROMISE made in March 1945 on the Italian battle front was carried out in Salt Lake City late last month when Clare Booth Luce (l), in the Utah capital for a speaking engagement, autographed a violin belonging to Eugene Jelesnik, musical director of Salt Lake's KDYL. Mr. Jelesnik met the former congresswoman from Connecticut when she was on a tour of the Mediterranean war theatre and he was a member of a USO group entertaining front line troops. Mr. Jelesnik had asked Mrs. Luce to autograph the violin if they ever met again in civil life.

## New Transmitting Plants For KMAC, KISS (FM)

NEW TRANSMITTING plants for San Antonio stations KMAC and KISS (FM) are to be built on a 38-acre tract 11 miles from downtown San Antonio on Highway 87, Howard W. Davis, owner and operator of the two outlets, announced following FCC's decision Dec. 4 to grant KMAC an increase in power from 250 w to 5 kw unlimited and a change in frequency from 1240 kc to 630 kc.

Mr. Davis, who is also president of Laredo Broadcasting Co. (KPAB-KAIR Laredo, Tex.), said KMAC's new plant and the 50-kw plant of KISS (99.5 mc, Channel 258) will be housed in the same building. Charles L. Brady, chief engineer, will be in charge of construction.

Four towers will be used in the directional array for KMAC. One of them, with a height of 517 feet, will be Texas' tallest tower, according to Mr. Davis. The other three towers will be 305 feet high. The KISS eight-bay antenna will be mounted atop the 517-ft. tower.

## MBS, Fiction Magazines To Try Tie-in Promotion

A JOINT promotion and exploitation agreement involving seven MBS programs and 23 pulp fiction magazines has been arranged by the network and the popular fiction group, MBS has announced.

The promotion, to begin in January and run for at least eight months, is the result of a basic appeal made by both the "whodunits" and the fiction magazines, according to the network. Radio programs involved will call attention to magazine features which tie in with the show, and the pulps will carry a "preferred listening box," listing the seven Mutual shows, time, and a brief description of each.

Radio programs which will participate include *Scarlet Queen, Quiet Please, Nick Carter, Zane Grey Show, High Adventure, Racket Smashers* and *Mysterious Traveler.*

## FCC New Consolidated Applications Available

FIRST COPIES of FCC's new consolidated application forms [BROADCASTING, June 30, Oct. 27] have become available to applicants, but Commission spokesmen emphasized that the supply, for the present, is limited.

Their use will become mandatory after Feb. 29. In the meantime applicants may use them if they wish—and if the supply lasts—or may continue to use present forms.

Standardizing existing applications to eliminate duplications and reduce the variations in the nature of questions now used in the various forms, the new applications are:

**Form 301, to construct a new broadcast station or make changes in an existing station.**

**Form 302, for new broadcast station license.**

**Form 303, for renewal of broadcast station license.**

**Form 313, for authorization in the auxiliary broadcast services.**

**Form 314, for assignment of broadcast license or construction permit.**

**Form 315, for transfer of control of broadcast licensee or permittee.**

**Form 321, for construction permit to replace expired permit.**

These seven represent a reorganization of 20 existing forms. Thirteen will be eliminated altogether, effective Feb. 29.

## TOLEDO CALLING

**All Stations Pool Resources —To Carry New Series—**

TOLEDO's three commercial stations, WSPD, WTOL and WTOD, have cast aside competitive differences and pooled their resources to promote their community with a new program *Toledo Calling.*

The programs are transcribed by the Toledo Chamber of Commerce and carried as "free" time by the stations every Saturday at 5 p.m. They cover various phases of community life.

Narrator of the series is Edward Schweikardt, professor of history at the U. of Toledo and a former Mutual commentator. Al Ruhfel, WSPD continuity editor, is writing and producing the shows, while the idea and planning of the series is credited to Art Kochendorfer, manager of the chamber's public relations department.

Upon completion of the 13 week series which began Dec. 6, the transcriptions will be given to the Toledo Board of Education which will use them on its FM station.

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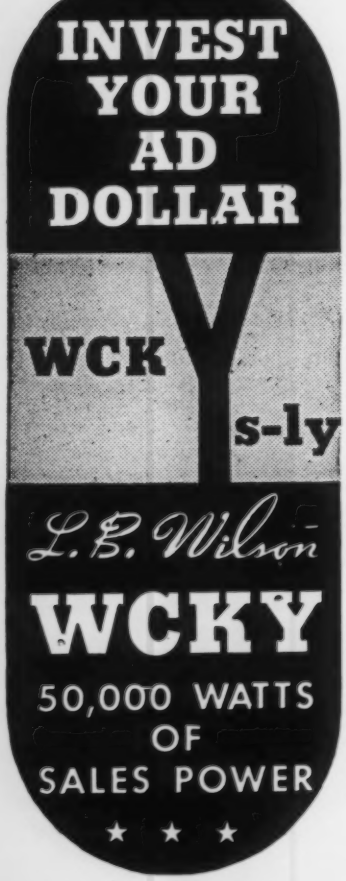


SMALL RED DICE are being used as latest promotion gimmick for WDNC Durham, N. C., in campaign announcing station's increase in power and change in frequency. Dice are glued to card, with "lucky seven" face up. Card reads: "It's a ['natural' on dice] and Naturally It's WDNC Moving Up To 5000 w, Down to 620 kc." Additional copy stresses that "your lucky days are ahead . . . with WDNC . . . shoot a natural and get availabilities now from our representatives."

### Promotes Lombardo Show

TO STIMULATE interest in "Guy Lombardo Show" heard on WHOB Gardner, Mass., under sponsorship of First National Store, station recently presented half-hour show titled "The First National Country Store" directly preceding Lombardo broadcast. Telegram invitations to party were sent to First National Store managers and their wives. Program consisted of interviews intermixed with Lombardo records. Home recordings were made of show and together with pictures of entire group were mailed to all who attended party. WHOB also is promoting the show through spot announcements and window displays.

### KELO Folder

TWO-FOLD promotion folder featuring Marie Horten's "Party Line," women's program heard on KELO Sioux Falls, S. D., has been prepared by that station. Printed in red and black, cover of folder presents drawing of telephone with inscription, "Ring in the KELO 'Party Line' with Marie Horten." Inside spread gives format of show and large picture of Mrs. Horton at work in her kitchen. Conclusion of copy states that there are availabilities open on show for commercials which are "skillfully woven into the script to do an effective selling job."

### Who Is 'Bellboy'?

WEEK-LONG CONTEST for best answer to question, "Who is Jack the Bellboy?" has been conducted by WJBK Detroit, as promotion for its disc m.c. of that name, and for forthcoming movie production of "State of the Union," which will incorporate Jack the Bellboy in its script. Five albums of Frankie Laine recordings were offered by WJBK for five best answers to question. Winning letters are being forwarded to script department of MGM pictures, where top winner will be selected. Winning letter will be used in movie with mention made of letter's composer. Station reports that more than 2,000 replies to contest were received.

### KLX News

CLEVERLY illustrated mailing piece has been released by KLX Oakland, Calif., as part of its third campaign in "greatest listener promotion in the history of Northern California." Folder is devoted to KLX news programs and is headed "News—Person To Person." Cartoon drawings illustrate copy which stresses fact that KLX news tells "listeners what is happening in a conversational, easy to understand manner, as though they were in the same room . . ." Folder also shows reprints of promotion material used by station to promote news shows, and reminds sponsors that "you can cash in on the person-to-person news promotion."

### Banner Promotion

CUSTOMERS of the 150 retail stores of Banner Stores Warehouse in Scranton, Pa., are making point of shopping between 3:30 and 4:30 p.m. due to latest promotion of "Banner Show," aired at that time Mon.-Fri. on WSCR Scranton. Each member of Banner organization is required to have a radio in his store and to tune each day to the WSCR program, which features recorded music with Tommy Dorsey as m.c. Names of three member stores are mentioned on each show. All shoppers in those stores at time of announcement receive free package of currently advertised commodity, such as flour, coffee, etc.

### WKAQ Anniversary Brochure

SILVER ANNIVERSARY brochure, using white, blue and black color scheme, has been released by WKAQ San Juan, P. R. Cover presents drawing of WKAQ studio building, and inside-cover is reproduction of congratulatory letter to the station from Jesus T. Pinero, Governor of P. R. Four-page brochure contains brief history of station, blueprint drawings of radio theatre and studios, pictures of transmitter building, coverage map, pictures of WKAQ program features, and list of sponsors.

### WIL-FM Audience Survey

IN EFFORT to determine its FM audience and general interest in FM in the area, WIL St. Louis is running series of programs aired over WIL-FM only, in which attractive plastic letter-openers, with letters WIL-FM inscribed in gold, are sent to listeners free on request. Show on which offer is made has been broadcast at three different time periods—afternoon, evening and late evening—with no additional promotion. Object is to estimate number of listeners who tune in FM as regular listening habit. Station reports that response, so far, includes cards and letters from within 50-mile radius of St. Louis.

# Promotion

### Lucky Coincidence

FREE PUBLICITY is always welcomed by a station and WFOB (FM) Fostoria, Ohio, is beaming over its latest piece of promotion luck. Recently-released Universal-International movie, "Something In the Wind," stars Deanna Durbin as an m.c. Call letters of her mythical station are WFOB and the call is prominently displayed both orally and visually in the play. When the real WFOB celebrated its first anniversary Dec. 3, it made good use of the coincident. Local theatre scheduled "Something In the Wind" for opening during station's anniversary week and Miss Durbin sent the station a telegram of congratulation.

### Wind Blows Silver

SILVER DOLLARS are circulating around New Orleans these days as belated reminders of WWL's 25th anniversary. Elaborate celebration planned for station's silver anniversary Sept. 19 had to be cancelled because of hurricane which hit the area at that time. To thank loyal staff members who had worked for 36 hours without sleep during the storm, Howard Summerville Sr., general manager of WWL, has presented each staffer with a sack containing 25 silver dollars. Attached to each gift was a note from Mr. Summerville stating: "The wind blew our silver anniversary out the window, but I'd like to take this means of saying 'thanks' for your loyalty during the hurricane."

### Uncooperative Wind

GOOD PROMOTION STUNT is getting out of hand at WIRE Indianapolis, all because of uncooperative wind. Floyd Gatewood Co., sponsor of WIRE's man-on-the-street show, has been releasing balloons as climax of each program. Each balloon is tagged so that finder can return tag to M. C. Wally Nehrling to collect two weeks' supply of sponsor's product, Ballard biscuits. Trouble is that Gatewood Co. isn't out for long-distance records—it just wants to reach local shoppers within its market. But WIRE can't find way to make balloons observe market boundaries. On first two shows, one balloon was found in Sullivan, Ind., 115 miles southwest and another in Lakeview, Ohio, 125 miles northeast of Indianapolis. Station is still working on the problem.

### WRUN Coverage Brochure

MERITS of Utica-Rome, N. Y. metropolitan market are presented in brochure recently released to the trade by WRUN Utica-Rome. Prepared on heavy stock paper in clip-in folder, brochure is printed in yellow and blue. Presentation points up WRUN's coverage of 40 miles of Mohawk Valley Main Street, with large and diversified manufacturers of area and fact that this market is sixth largest in New York. Insert in each brochure gives list of station's current sponsors.

### Souvenir Programs

SOUVENIR PROGRAMS of the NBC video production of "John Ferguson" have been distributed by the network. Play was telecast last month with cooperation of Theatre Guild. Programs are printed on heavy stock white paper with lettering in black and red. Cast of play is listed along with production staff and brief history of "John Ferguson." Inserted in each program is souvenir booklet of program for 1919 presentation of play by Theatre Guild at Garrick Theatre in New York.

### KYW Story

FILE FOLDER of heavy red stock paper, containing BMB Area Report Study No. 1, has been released to the trade by KYW Philadelphia. Folder is tagged, "The KYW Story." Material inserted includes day and nighttime coverage maps for station, letter from Harvey McCall Jr., KYW sales manager, and BMB Audience Report.

### WMAR-TV Featured

FULL-PAGE story on the activities of WMAR-TV Baltimore appeared in feature section of Dec. 7 issue of The Baltimore Sun. Titled "How Television Works: Scene To Screen Via WMAR," article reviewed basic facts of television, production of video shows and activities of WMAR-TV. Along with story were pictures of station's studio building, control room, mobile unit, and members of the staff in action. Baltimore Sun also is printing daily program schedule of WMAR-TV and of Washington, D. C. television stations.

### WBMB Opens

DURING OPENING days of WBMB Baltimore, Md., which took the air Dec. 7, local agencies were besieged with daily communiques from station, telegrams, letters, and coverage maps, followed by daily gadget with appropriate copy on attached shipping tag. Among gimmicks used were windshield frost scrapers with attached tags reading, "No Need to Scrape the Bottom . . . Of 'Availabilities' Barrel . . . " and knives with message, "Cut Yourself a Slice of the Profit . . . " WBMB programming is "family style" built around household information and station uses slogan, "Baltimore's HOME Station."

KSFO
SAN FRANCISCO
560
MUSIC PAYS OFF
Northern Californians are enthusiastic about KSFO's planned music . . . and discriminating advertisers are enjoying the Pay Off. Ask your Bolling Company representative.
Wesley I. Dumm, President
Philip G. Lasky, Vice-President

# What are the facts about housing for coal miners?

Mention the words "coal mining town"—and chances are many people will visualize a group of dreary, weather-beaten shacks.

That's understandable—because in years gone by most coal mines were located in remote, out-of-the-way places. Automobiles were unknown. Roads were poor. Under such conditions, housing and other facilities were apt to be pretty primitive.

But conditions are changing in the coal fields! Many miners have become *commuters*, driving to work from homes in attractive towns where they live side by side with neighbors typical of small-town America.

***Today, about two-thirds—over 260,000—of the nation's bituminous coal miners own their own homes or rent from private landlords.*** And among the remainder, who rent from their companies, there's a growing tendency to buy the houses they live in. With encouragement and financial aid from mine owners, home-ownership among miners is rapidly increasing.

Another fact: In many coal mining areas, there have never been any "company towns." And more recently, as new mines have been opened in localities where company houses are necessary, attractive new homes have been built that would do credit to any town. Rents for such homes are usually appreciably lower than those received for comparable privately owned houses. In one of the new Appalachian mining communities, for example, the company rents newly built modern homes to its employees for as little as $18 a month.

***For those of the nation's bituminous coal miners who live in company-owned houses, the national average rental is estimated at $11.50 a month—lower than rentals ordinarily available to workers in other industries for similar accommodations.***

Substantial progress is being made in bettering the living conditions and raising the living standards of American coal mine families. And where poor conditions, relics of the past, still exist, their elimination is proceeding at an accelerating pace.

★ ★ ★

*Broadcasters & Commentators!* The Bituminous Coal Institute has recently published "Mining Towns," a book containing over 100 pictures of progress in coal mining communities. If you do not have a copy of this book or if you desire additional copies, do not hesitate to write and ask for them. We shall also be glad to send you on request the booklets: "Pertinent Facts About Coal" and "Glossary of Coal Mining Terms."

**BITUMINOUS COAL INSTITUTE**
**A DEPARTMENT OF**
**NATIONAL COAL ASSOCIATION**
**815 Southern Building, Washington 5, D. C.**

**BITUMINOUS COAL . . . LIGHTS THE WAY . . . FUELS THE FIRES . . . POWERS THE PROGRESS OF AMERICA**

## EMPLOYE-EMPLOYER RELATIONS

### KNX Retains Firm to Conduct Year-Long Survey Of Personnel at Station

AIMING at maximum harmony in employe-employer relations, KNX Hollywood has retained Social Research Inc. to conduct a year's survey and analysis of attitudes, starting last Monday. Agreement was concluded between Donald W. Thornburgh, CBS Western vice president and Frances Farmer Wilder, West Coast director of Social Research Inc.

In explaining the study which is the first of its kind in radio, Mrs. Wilder said it is predicated upon "scientific knowledge of the basic principles of human behavior" correlated with personal interviews among top level administrators, department heads and all other employes.

No one is told to do anything, she insisted. Instead, through an approach of "non-directive" questions, the method aims to increase the perspective of personnel at all levels of operation by increasing understanding of the next person's job as well as another department's usefulness, thereby promoting most complete harmony and efficiency.

Operationally, the survey consists of a month's continuous research consisting of interviews. The succeeding 11 months, Mrs. Farmer will serve as consultant, creating training programs where necessary, and directing the overall program.

Making no claims whatever of offering a cure-all service, she carefully points out that it is not intended to represent the customary "efficiency expert" approach.

Although KNX is firm's first radio client, Social Research has been operating for a year with studies conducted for Sears Roebuck and Co., International Harvester Co., Encyclopaedia Britannica and General Mills.

Headquartered in Chicago, firm's executive director is Burleigh Gardner. Mrs. Wilder, until assuming her current post, had served CBS New York as consultant on daytime radio. Before shifting to the network's New York headquarters, she had successively served as personnel director and education director for the network's Western Division.

SERIES of 13 documentary programs acted by World War II veterans and narrated by Ralph Bellamy, stage and screen star, is scheduled by American Cancer Society in effort to cut nation's rising toll of cancer victims. Titled "It Can Happen to You", 15-minute programs will be transcribed in New York and distributed next month.

CKWX Vancouver has been issued license by Dept. of Transport, Ottawa, for 250-w FM station, F. H. Elphicke, CKWX manager, has announced. Station will be first independently-owned FM station in British Columbia, and plans are to have station on air early in the new year.

## WBKB Chicago Plans Own TV Training Course to Counteract Staff 'Raiding'

WHAT APPEARS to be the first concerted plan by any television station to help relieve the acute personnel shortage within the TV industry was revealed Dec. 3 by Capt. William C. Eddy, director of WBKB Chicago, the Balaban and Katz station.

To discourage "raiding" on already established stations and to train qualified personnel for forthcoming stations who have secured CPs, WBKB has originated a cooperative plan whereby other video stations, advertising agencies, labor unions, schools and colleges will be invited to send executive members of their staffs to WBKB to obtain actual crew experience in programming and engineering.

Under terms of the proposed plan, scheduled to run until January 1949, WBKB wil temporarily take into its crews both program and engineering executives from (1) television stations which have received their CPs, (2) advertising agencies which have established, or plan to establish, television departments, (3) labor unions having jurisdiction in the industry, and (4) schools and colleges.

Capt. Eddy emphasized that the program will not be open to individuals as such, but persons must be sent to WBKB by a sponsoring organization approved by an advisory board, consisting of an authority from each of the fields of engineering and journalism, and also a representative from the television field. Advisory board personnel will be appointed later, he said.

Only key personnel will be accepted and applications will be considered in the order received and on the basis of qualifications, he explained. In the case of schools and colleges, only graduate students and faculty members will be eligible. Divisions are broken down into two classifications—programming and engineering. Under the former, trainees will gain working experience in program direction, studio lighting, studio management and camera operation. Under the latter, they will be assigned to studio engineering, transmitter operation and maintenance, relay operation, relay link construction and maintenance, and remote telecasting.

The station expects to be able to train from 75 to 90 persons in the 13-month period.

Capt. Eddy pointed out that new televisers, raiding the existing staffs of the comparatively few existing video outlets, have created a serious problem in which those now on the air have incurred trouble and expense in replacing members of tightly-integrated crews.

WBKB has neither the desire nor the intention to enter the educational field, Capt. Eddy stressed. The program is an emergency measure to meet a temporary problem and will be discontinued as soon as the help shortage eases, he emphasized.

WKAQ

Puerto Rico's First Station
Fifth Oldest in the World

25th Anniversary

PUERTO RICO'S great station WKAQ, affiliated with the Columbia Network, celebrates its 25th birthday on the air this month. Scheduled for completion early in 1948, a modernization and expansion program is under way, which includes the opening of a new radio theatre and studio building, also a new directional antenna system which will further increase WKAQ's coverage. The station broadcasts on 620 kc with 5000 watts power, unlimited time. Puerto Ricans look to WKAQ for the best in sports, music, news, and public service programs.

Subsidiary of World-wide IT&T

Radio Corporation of Porto Rico

*Exclusive representatives in the U.S.*
CLARK-WANDLESS COMPANY
205 East 42nd Street, New York 17, N. Y.

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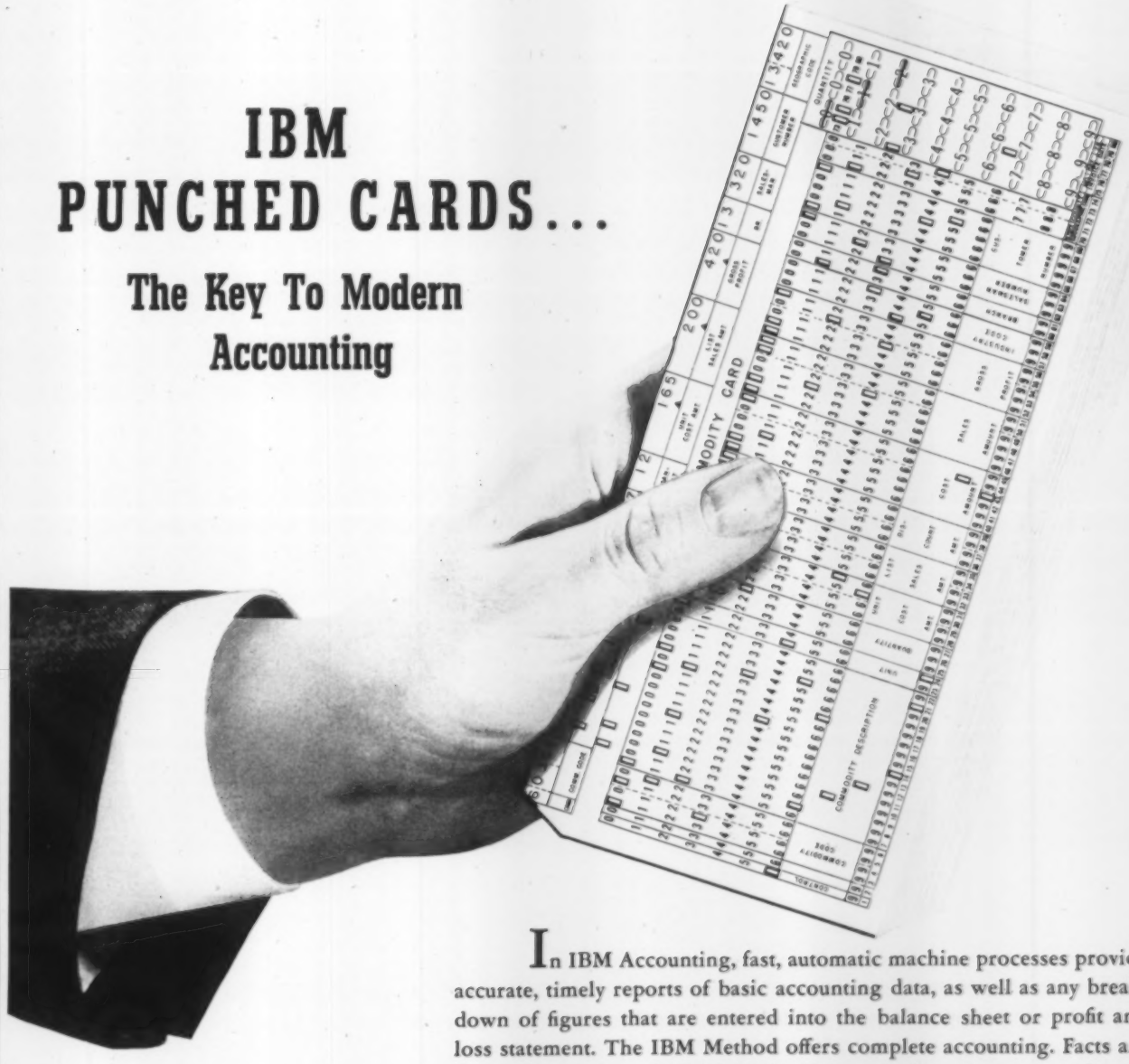
# IBM PUNCHED CARDS...

## The Key To Modern Accounting



In IBM Accounting, fast, automatic machine processes provide accurate, timely reports of basic accounting data, as well as any breakdown of figures that are entered into the balance sheet or profit and loss statement. The IBM Method offers complete accounting. Facts are recorded only once in IBM Cards. The cards then are processed automatically by Electric Punched Card Accounting Machines to prepare various accounting reports to meet individual requirements.

An IBM installation in your office, or an IBM Service Bureau, can handle any type of accounting routine. IBM Service Bureaus, manned by skilled personnel, are located conveniently in principal cities.

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**ELECTRIC PUNCHED CARD ACCOUNTING MACHINES**

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# • CLASSIFIED ADVERTISEMENTS

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.**

***BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.***

## Help Wanted

**Experienced** copywriter. Handle about 50 local accounts a week in expanding business. Submit samples first letter. New England network affiliate. $45. Box 91, BROADCASTING.

**Chief engineer** with at least four years AM experience. Must have some FM. $70.00 weekly, insurance, vacation. No floaters. References required. Southern town. Box 116, BROADCASTING.

**Salesman**—Drawing account, established territory, opportunity for advancement to right party. Only experienced man with ability to initiate ideas, service accounts and ambition for the future need apply. Location within 150 miles of New York City. Give full details in first letter as to background, previous position and earnings, references, etc. Box 117, BROADCASTING.

**We have a job** open for a good announcer. Good community in southeastern U. S., congenial staff, pleasant surroundings, new equipment, good salary. Need in two weeks. Well established network station. Send letter, picture and disc. Box 136, BROADCASTING.

**Commercial and salesmanager** wanted for Mutual affiliate located in the midwest. Interested in person who sells intelligently and soundly. Must have proven record of sales performance and at least five recommendations that can be thoroughly checked. State expected salary and other conditions. Replies treated confidentially. Reply to Box 145 BROADCASTING.

**A successful AM** daytime station and FM station, in excellent market near New York City, has an unusually interesting opportunity for an experienced, aggressive manager. Your inquiry will be in strict confidence. Please give full details in your letter—age, experience, salary or salary plus override expected. Please enclose photo of yourself. Box 147 BROADCASTING.

**Wanted**—Copy man who can double as part time announcer. Experience helpful, but not necessary. Prefer young veteran under GI Bill. New station in almost virgin territory. Box 149, BROADCASTING.

**Copywriter** for outstanding midwest regional station. Must be able to write strong selling copy. Outstanding opportunity for right man to join top station. Give full details. Box 150, BROADCASTING.

**New England** network affiliate in medium sized market has opening for announcer. Good base pay and talent opportunity for versatile man. Send full information and three references first letter to Box 163, BROADCASTING.

**Time buyer,** age 25-35 for Chicago headquarters of nationwide retail organization. Knowledge of time buying or selling required. Write giving positions held, references and salary necessary. Send photo. Replies strictly confidential. Box 153, BROADCASTING.

**Station manager.** Experienced man to manage one kw FM station owned by church. Must assist in programming, ideas, etc. Box 160, BROADCASTING.

**WANTED IMMEDIATELY**

***CONTINUITY WRITER AND DIRECTOR***

**Salary in keeping with ability. Please write letter, explaining background and experience. D. H. Long, Radio Station**

**WMOB**
**Mobile, Alabama**

## Help Wanted (Cont'd)

**Announcers**—Enlarging staff. Need men who can pitch-sell. Must have at least two years experience. Good opportunity for right men with name station. Picture, disc, references first letter. Box 151, BROADCASTING.

**New England** station needs commercial continuity and script writer. Young woman with experience preferred. Send full information and sample work to Box 164, BROADCASTING.

**Transmitter** and control room engineer, first phone. Reasonable starting salary, good place for beginner to gain experience. If interested wire collect as to when available to Chief Engineer, KGAK, Gallup, New Mexico.

**Licensed,** newspaper-owned FM station doubling operating hours needs immediately: competent announcer-copywriter; operator holding first class license and program director with diversified station experience and executive ability to head program department. All state experience, salary requirements and date available. Contact Manager, WBNB, Beloit, Wisconsin.

**Top independent** in major market has opening for versatile, first class announcer. Must be experienced. Send discs and background data to John L. McClay, WPEN, Philadelphia 2.

**Alaska Broadcasting Co.** is expanding operations in all main cities of Alaska and will accept applications for all conventional radio station positions for immediate or future employment. Send full details as to qualifications, education, work history, age, marital status, date available, financial condition, etc. to 207 Lenora Street, Seattle 1, Washington.

**Engineer** with first class phone or combination. WMJM, Cordele, Georgia.

**Program director,** announcers, engineers, operators, preferably combination—for new regional daytime station. Exceptional opportunity for key positions. State qualifications, salary, etc., in reply to WWNH, Rochester, New Hampshire.

**Experienced announcer** with good educational background; jockey and interview experience desirable. Pleasant working conditions and salary. Applicants of further than 500 mile radius of Ashland will not be considered. Wire or phone for personal interview appointment or rush disc, photo and details to WATG, Ashland, Ohio.

**Top jobs** for top announcer-engineers with two top Pacific coast small market network affiliates. Start at $70 for 40 hours. Phone for interview. Manager, KFLW, Klamath Falls, Oregon.

**Announcer**—Excellent opportunity permanent staff member, man with small station experience. Radio Station KRLN, Canon City, Colorado.

**Wanted** by net affiliate—AM-FM operator. Straight transmitter shift. Ideal conditions. WHMA, Anniston, Alabama.

**Time salesman** — Young, experienced, energetic, resourceful. Remuneration basis open. 250 watt fulltime independent in non-competitive market. Give full details in reply. WBEX, Chillicothe, Ohio.

**Two experienced** staff announcers. One ability news, one ability sports. Salary $225 a month each. Send full background and audition disc if possible. KDAK, Inc., Sioux Falls, S. D.

**Announcer**—1000 watt ABC affiliate has opening for experienced, fulltime announcer. Prefer dependable, versatile morning man. If already working in or near N. C. contact WDUK, Durham, N. C.

**Some keen announcer** now a small cog in a wheel at some other station can be big shot here as personality man and disc jockey. If you know showmanship, have personality and versatile in ability, can live on moderate salary send details and disc to WFAK, Charleston, S. C. (1 kw MBS).

**Two combination** engineer-announcers wanted for Florida. Good living conditions, pleasant living conditions, pleasant surroundings, interesting work. Box 171, BROADCASTING.

## Help Wanted (Cont'd)

**Home economist,** N. Y. Salesman, announcer-technicians, salesmen, program directors, senior announcers, construction engineers, hillbilly units. RRR—Employment Service, Box 413, Philadelphia.

## Situations Wanted

**Veteran** with first class radiotelephone operator's license is interested in broadcast work at a reasonable salary. Recent graduate of radio tech school. Willing to travel to any part of country. Edward Kovachik, 6929 - 39th Ave., Kenosha, Wisconsin.

**Double feature**—Mr. and Mrs. team. 7 years experience at 10,000 and 50,000 watt stations. He-top announcer, special events man, program director, and production manager. She-woman's program director, promotion manager and specialist in original women's programs. Box 126, BROADCASTING.

**Announcer,** 26. Friendly, sincere, selling voice. Some experience. Presently employed. Want settle down anywhere west Mississippi River. Box 125, BROADCASTING.

**Wanted** — Combination programming and operating. 1st class phone, 2½ years experience, 5000 w station. Degree, journalism. Box 26, BROADCASTING.

**For sale**—A voice; seven years radio. To production station that will know how best to use it. Sales, song and sports. Box 59, BROADCASTING.

**Transcription salesman** with sales record of proven merit available December 20. Box 73, BROADCASTING.

**Newscaster** only!! $100 week, no middle commercial. "Metropolitan-Meter" ten years. Box 75, BROADCASTING.

**Station manager**—Both net, independent management; 7 years present setup. Business side newspaper background. Can invest. Consider newspaper-radio management. Not east. Box 78, BROADCASTING.

**Twenty years** experience construction, maintenance and operation both AM-FM. Desires position as chief or transmitter engineer. First phone license. Will consider any locality. Box 79, BROADCASTING.

**Air salesman**—Young, single veteran. Congenial, conscientious announcer. 3 years radio experience. Friendly, sincere voice. News, sports, general staff. Can handle play-by-play. Operate controls. No ticket. Photo, disc available. Box 80, BROADCASTING.

**Program man** — Writer-producer, National regional local experience in commercial programming, public service and special events. Veteran, college. Interested in market of 100,000 population or more. Available February 1st. Box 93, BROADCASTING.

**Sportscaster,** first class. Available January 15th. Presently employed, wants opportunity with future. Salary plus talent must be at least $100. Experienced play-by-play all sports. 28, married and no floater. Best possible references. Prefer northern or middle Atlantic states, but will go anywhere. Box 96, BROADCASTING.

**Chief engineer,** 25 years experience various phases radio, including transmitter design, operating 50 kw. FM, chief engineer 250 watt AM, desires permanent position new FM or AM-FM station as technical supervisor during installation and continue operating chief engineer. Can give station high quality, keep expenses down. Prefer location within 200 mile radius Chicago. Box 109, BROADCASTING.

**Announcer-singer,** 25; 7 years as vocalist; attended Pasadena Playhouse 9 months. Go anywhere. Disc, photo available. Box 127, BROADCASTING.

**Announcer** — Graduating Northwestern University next month. Vet, 23, single desire chance to prove ability as announcer-writer. Previous experience. Can arrange personal audition or interview. You name the place and date. Box 128, BROADCASTING.

**Got news problems?** Talk 'em over with newsman who knows the score. No obligation. Box 129, BROADCASTING.

**Writer,** experienced on program ideas, story scripts and sales-producing commercials would like to switch to Chicago agency. Expert on sound effect commercials (no music). Discs to prove it! Currently employed as radio director 250 stores. Box 131, BROADCASTING.

**Program director**—Ability write, produce, announce. Listener loyalty shows. Government background. Photo and disc. Box 132, BROADCASTING.

**Engineer.** 1st phone. RCA grad. 10 years radio, radar technician experience. Prefer southeast. Box 133, BROADCASTING.

## Situations Wanted (Cont'd)

**Announcer.** Some scriptwriting. One year's experience with Armed Forces Radio Service. Grad New York's leading school for announcers. Salary secondary. Audition record, resume on request. Box 134, BROADCASTING.

**Transmitter technician.** Vet, 1st phone. 3 years Army, one year civilian experience. NY area preferred. Box 135, BROADCASTING.

**News editor-newscaster**-program director, seven years experience, five in network station. Highest afternoon Hooper seven metropolitan competitors. Experienced continuity. Family man, must change climate. Available Dec. 15, prefer south, west. Box 137, BROADCASTING.

**Are you a gambler?** Young man, 27, married wants to become announcer not interested in glamour but very interested in future. Have no experience but willingness to learn. Pleasant voice, thorough knowledge of sports. Have MC, public address, and selling experience! Prefer southwest, audition disc available. Will you take a chance? Box 138, BROADCASTING.

**Program director**—Ten years announcing, writing, production. Northeast. Box 139, BROADCASTING.

**Combination!** Morning record jockey-news writer-announcer. Desire change to better market. Prefer east or west coat, but salary important factor. Family. Box 140, BROADCASTING.

**Young man,** 21, vet. Ambitious, capable, conscientious. Trained all phases broadcasting at leading radio college. Some radio and acting experience. Available now. Midwest preferred. Box 141, BROADCASTING.

**Technician**—RCA grad.; first phone, 27, single, conscientious. Good references. Box 142, BROADCASTING.

**Thoroughly** experienced, versatile announcer seeking progressive station. Top references. Box 143, BROADCASTING.

**What are those** adjectives concerning the announcer, actor, narrator, disc jockey or newsman that you want? Experienced? (I have over five years in radio.) Clever, talented? (Listen to my audition disc.) Appealing? (Check my ratings.) Sincere! Box 144, BROADCASTING.

**Chief morning news editor** major midwest regional looking for more livable hours. Box 130, BROADCASTING.

**Continuity writer**—Produces sensible, selling copy. Experienced, single, 23. Dependable, sincere. Midwest preferred. Box 146, BROADCASTING.

**Experienced chief engineer**—Available for immediate supervision of building and equipment installation of any size new station in south or southwest. Box 152, BROADCASTING.

**I've got a job**—Now looking for position offering incentive, good salary. Five years' radio experience, background in programming, radio sales, news editing, announcing. Two years newspaper and publicity. Now production manager of top, small, net affiliate. Family man. 30 years old. Box 155, BROADCASTING.

**Chief engineer** kilowatt regional desires change to more desirable locality. Wants permanent connection with well-managed station. Seven years in radio. Married. Available two weeks. Box 161, BROADCASTING.

**Engineer,** 1st phone, single, vet. No car. Experienced local station. Box 162, BROADCASTING.

**Announcer** — Specializing in news. Twenty two years of age with almost three years of continuous experience, currently on NBC affiliate. Best personal and business references available. For audition disc and personal data, write Box 166, BROADCASTING.

**Young man,** vet. Capable, conscientious, ambitious. Trained all phases broadcasting at leading radio college. Desire position as announcer. Available now. Midwest preferred, but will travel anywhere. Box 167, BROADCASTING.

**Available January.**

Young woman, excellent voice; now Director of Women's Activities, station large metropolitan area; lecturer university. Formerly commentator, writer. Experienced industrial radio, public relations. Desires position with progressive station, looking for quick-wittedness, experience, loyalty.

**Box 154, BROADCASTING**

## Situations Wanted (Cont'd)

**Commercial manager**-salesman. Young, experienced, aggressive. Presently employed as commercial manager 1000 watt station desires immediate change. Proven sales record any references. Available immediately. Write-call John Roy Wolfe, Hotel Governor Cabell, Huntington, West Virginia.

**Announcer** — Inexperienced, but very capable. One year top radio school. Midwest preferred, but will travel. Write for photo, disc, references. Jay Stritch, 2710 W. Jackson, Chicago, Illinois.

**Experienced announcer-salesman** at Virginia station. Recommendation. Attended Michigan State College, Radio Institute of Chicago. Age. 26. Northern station only. Available after December 15. Bruce May, 750 De Camp Ave., Schenectady, New York.

**Guaranteed** not a plugger, but a live-wire, experienced, topflight all-round announcer. Young, eager, sober, single and industrious. Go anywhere. Wire, phone for details. Jerry Valenti, 41 Fairfield Avenue, Stamford, Conn. Phone 3-4072.

**Tyro announcer-operator** with 8 weeks announcing schooling, some college English, announcing aspiration, first phone license, technical background and car seeking opportunity to learn announcing. Bill Cameron, 495 Tenth avenue, San Francisco 18.

**Transmitter engineer.** Single man preferred. Contact Chief Engineer, WDAD, Indiana, Penna.

**Radio engineer,** 1st phone, married, AM, FM experience. Clarence Simpson, Prairie Grove, Arkansas.

**Chief engineer,** AM-FM-TV installation, operation, college graduate, degree. Consulting engineering experience, ex-Bureau Standards technician. Supply staff. Box 1298, Hollywood, California.

**Hal Styles** may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

**For qualified** technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

**Situation wanted** — Time salesman, newspaper background, available January. A. G. Patterson, 928 Andrus Building, Minneapolis 2, Minnesota.

**Available January 15th**—Chief engineer or technical supervisor. 13 years experience radio broadcasting, mostly in supervisory capacity, FM installation and operation since 1942. Qualified references furnished, salary open. Interested only in permanent employment with financially stable company. Prefer east or southeast. Box 168, BROADCASTING.

**Announcer.** Some commercial experience. Grad leading announcers school; college radio courses. Vet, single. Will travel. Box 170, BROADCASTING.

**Technician.** 1st phone. 4 years Naval, 3 years civilian technician experience. Box 9, BROADCASTING.


FOR SALE

MIDWEST
FULLTIME LOCAL

A very attractive operation located in one of the midwest's most desirable medium sized industrial and agricultural markets; also an important educational center.

This station is doing well but profits can be increased by direct owner-management. Price $60,000. Financing arranged.

Write exclusive representatives

BLACKBURN-HAMILTON CO.

*Radio Station Brokers*

WASHINGTON, D. C.
James W. Blackburn, 1011 New Hampshire Ave. National 7488

SAN FRANCISCO
Ray V. Hamilton 235 Montgomery St. Exbrook 2-5672


## Situations Wanted (Cont'd)

**Program director-announcer.** Seeks supervisory position in programming on small progressive AM or FM station where sincere good taste and an understanding of audience reaction can be applied in program structure. Age 30. M. Warren, WNLC, New London, Conn.

**Tired from resting!** Returned servicewoman, plenty on-the-ball experience as writer, program director, engineer, (commercial Navy). Box 173, BROADCASTING.

**Manager**—Formerly top N. Y. newspaper and network station saleman. Now commercial manager. Outstanding references, worth investigating. Box 172, BROADCASTING.

**Announcer.** Emphasis on news, commercials and special events. Five years experience. 27, college graduate. Presently employed. Box 175, BROADCASTING.

**Chief engineer.** Presently employed progressive north midwest independent. Desires change to warmer climate. Five years experience in radio and electronics. Available two weeks notice. Box 176, BROADCASTING.

**Announcer.** Play-by-play sports, news, commercials. 26, married, five years experience. Box 177, BROADCASTING.

## For Sale

**For sale**—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

**For sale**—General Electric model 51 wire recorder with 4 spools of wire and an Electronic Laboratories model 307 6 volt DC to 115 volt AC inverter. Used by broadcast station, but in good working condition. Box 40, BROADCASTING.

**For sale**—100 new original packages Sapphire Style II. Below cost, $2.80 each closing recording. Box 124, BROADCASTING.

**For sale**—100 per cent of stock in 250 watt local station. Write or wire Box 156, BROADCASTING.

**Portable** electric playback, AC and DC; 33 and 78 RPM; takes 16-in. and smaller recordings; perfect condition. A. J. Simon, 1350 Broadway, New York, Room 612, Lackawana 4-0166.

**Gates** studioette for sales, used only few months. Ideal for small station use or studio control. First check for $300.00. Chief Engineer, radio Station WKYB, Paducah, Kentucky.

**For sale**—Two Presto recorders, type 8-N, as new, complete including 4-A cabinets, four feedscrews, three cutters, type 1-C, one cutter type 1-D, but not including playback pickups. Price reasonable. Fritz Baurer, KWTO, Springfield, Missouri.

**1200 feet** new 1⅝ inch coaxial line. This is surplus from our FM installation. Immediate delivery. Make us offer. Radio Station WBOC, Salisbury, Md.

**1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.**

**1000 watt** regional network station south central state for sale. Box 159, BROADCASTING.

## Wanted to Buy

**All or any** part equipment for 250 watter. Box 1644, Reno, Nevada.

Christmas transcribed programs, new or used, that can be used in 1948. Box 157, BROADCASTING.

**Radio executive** with 17 years' experience wants to buy interest in local AM station and take active part in management. Network affiliate preferred. Box 836, BROADCASTING.

**Small station,** presently unprofitable unit preferred. Box 69, BROADCASTING.

**Individual** desires to purchase station in southwest. Give full details. Box 158, BROADCASTING.

**Wanted**—Approved frequency monitor. Box 1644, Reno, Nevada.

**Profitable** metropolitan stations! Regardless of power or location. Box 120, BROADCASTING.

## Miscellaneous

**Have you** per inquiry time available on your station? Our photo finishing deal pays. Get our proposition. Abbey Studios 8 S. 17th St., St. Louis, Missouri.

**Announcing for Radio-Kilmer.** Newest publication in its field. Used by nine universities, 300 stations. $2.50. University Place Station, Des Moines, Iowa.

**Jockey's comedy script** collection, $5.00. Kleinman, 1735-T in N. Bronson, Hollywood, 28, Calif.

# AGRICULTURAL 'WORLD SERIES'

## Radio Farm News Directors Active at Chicago 4-H Meet and Livestock Show

NETWORK and station coverage of the activities of the International Livestock Exposition and the 4-H Congress fortnight ago matched the interest shown by thousands of visitors, delegates and exhibitors from all parts of the country who gathered for agriculture's "world series." Coverage emanated from the Union Stock Yards, scene of the International Exposition, and the Stevens Hotel, where delegates to the 4-H Congress were meeting.

CBS included in its broadcasts interviews with many visitors, exhibitors, foreign representatives, meat packers and breeders. Interviews were aired on its daily *Country Journal Extra*. Programs were heard on the network's midwest stations at 4:30 p.m. each day. Heading its staff of reporters, comprised of farm directors drawn from its affiliates throughout the country, were Don Lerch, CBS Washington; Harry Campbell and Mary Burnham, WBBM Chicago; Larry Haeg, WCCO Minneapolis; Ted Mangner, KMOX St. Louis, and Jesse Buffum, WEEI Boston.

ABC's *American Farmer* program, heard 11:30-12 noon Nov. 29, opened with a presentation of the first outstanding achievement winner of the 4-H Club and a salute to the exposition and the horse show. In addition, ABC carried a special 4-H Club contest on its program of Dec. 6.

### On Network Shows

Appearing on network program were farm directors Dana Renolds, USDA; Art Page, WLS Chicago, and Bill McDonald, KFAB Lincoln, Neb.

MBS featured the Junior Feeding winners of 4-H on a special broadcast Nov. 29, piped through WGN with Hal Totten conducting the interviews. WGN carried other broadcasts daily from the exposition. NBC concentrated its agricultural coverage on interviews over its *"National Farm & Home Hour"* with broadcasts from Nov. 29 through Dec. 6, and also on a special daily noon-time quarter-hour series for that week only. The network's O&O station, WMAQ, under supervision of farm director Everett Mitchell, recorded several interviews and on-the-spot reports for presentation on its daily *Town and Farm* early morning show (6:15). In addition, there were wire-recorded reports on the station's *News on the Spot* program.

# AFRO-AMERICAN STOCK IS FOR NEGROES ONLY

POSSIBLE precedent in broadcasting was set a fortnight ago with announcement by Afro-American Broadcasting System, Inc., Chicago, that stock in its proposed network of Negro-owned stations would be salable only to Negro residents of Chicago and other metropolitan centers. Statement was made by Dr. Clifford F. Kyle, president and board chairman of newly-formed corporation.

Dr. Kyle said that stock would sell at $10 a share and that 6,800 shares would be offered for sale. Listing of stock, filed with Security and Exchange Commission, calls for $68,000 Class A and $12,000 Class B. Application for construction permits for its two stations, WVON and WVON-FM, together with listing of stock classifications, will be filed with FCC around Dec. 15, pending approval by SEC, which is expected this week, Dr. Kyle indicated.

*Call letters of the Afro-American Broadcasting Co. stations would be WVON and WVON-FM.* BROADCASTING, *Dec. 1 referred to the stations as KVON and KVON-FM. KVON is licensed to Napa Broadcasting Co., Napa, Calif., and is not connected with the former company.*

Stations will place "no restrictions, however, on race, creed or color, or place of origin," Dr. Kyle said, "and will operate in the public interest" in compliance with FCC regulations.

Articles of incorporation were filed last month with Illinois Secretary of State [BROADCASTING, Nov. 24].

DIRECTORS of Stewart-Warner Corp. have declared cash dividend of 25c per share on five dollar par value common stock payable Jan. 10, 1948 to stockholders of record Dec. 11, 1947. Directors also announced that in future they would give consideration to dividends quarterly instead of semi-annually which has been practice since 1935.

GENERAL ELECTRIC has announced adoption of a diamond reproducer for its Musaphonic line of deluxe radio phonographs, and a lifetime warranty will be given on it for the lifetime of the Musaphonic instrument.


FOR SALE

*NEW 5 KW*
*WESTERN ELECTRIC*
*TRANSMITTER*

**Emergency power supply, speech input equipment, complete set of operating spare parts, substantial amount of installation wiring materials.**

Box 64,
BROADCASTING

In The Army

Means:
"Private, Corporal, Sergeant"

But IN DALLAS —FORT WORTH It's

1 STATION WFAA

2 FREQUENCIES 820 - 570

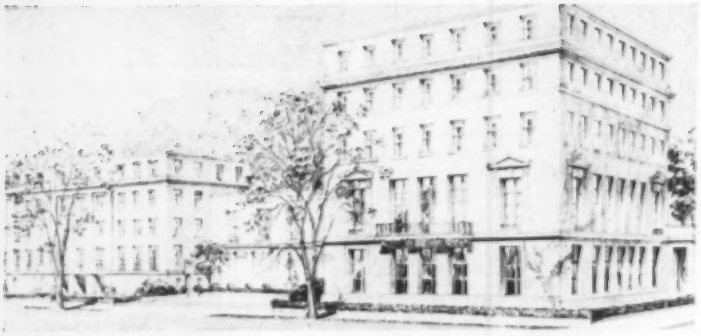
3 NETWORKS NBC - ABC and Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

*Represented Nationally by*
EDWARD PETRY & CO., INC.



*Drawing of proposed Sight and Sound Center*

* * *

## 'Sight and Sound Center' for Detroit Proposed by Fort Industry President

GEORGE STORER, president of the Detroit Broadcasting Co. and its parent organization, Fort Industry Co., has announced that he will ask for a reconsideration by the Detroit Council of his proposal to build a $1,000,000 "Sight and Sound Center."

George Storer's boy was blinded at the age of 6 by an accident, and as a result Mr. Storer was prompted to go ahead with his idea for a foundation for the blind. He appeared before the city council with his proposal two weeks ago, and told them that he proposed to establish a permanent foundation whereby a substantial portion of the profits of his Detroit stations WJBK and WJBK-FM, and the recently licensed WTVO video outlet would be devoted to the support of a center wherein the activities of the blind of the Detroit area could be centered in one building.

His plans have been temporarily blocked by the council, which gave informal approval to a resolution calling for the erection of a Detroit Historical Museum on the site. Last week the city fathers voted the entire matter to further study.

### Full Plans

Architects plans call for the housing of the offices for the Detroit Society for the Prevention of Blindness, reading rooms, a staff of readers to read text and reference books for blind students, meeting rooms, and a section devoted to eye, ear, nose and throat specialists, with the intention of establishing a diagnostic eye clinic.

Mr. Storer's plan has received the hearty endorsement of the Lions Clubs of Metropolitan Detroit, the Detroit Council for the Blind, the Handicapped League and the Detroit Society for the Prevention of Blindness. All these organizations have combined forces to work for the establishment of the "Sight and Sound Center."

The FCC has already granted the Fort Industry Company construction permit go-ahead on the TV site and just recently more than $280,000 worth of General Electric television equipment was purchased for WTVO and delivery is expected before mid-February. This is the largest order of such equipment placed by a single station with any one manufacturer.

The Fort Industry Company, headed by George B. Storer, J. H. Ryan and Lee B. Wailes, owns and operates WSPD Toledo; WLOK Lima; WWVA Wheeling; WAGA Atlanta; WGBS Miami; WMMN Fairmont and WJBK Detroit. Muehlman and Farrar Co. have been engaged as architects. The plot of land was purchased with the entire plan in mind from the Ford Motor Co. over a year ago.

## 'Voice of America' Adds Eastern Siberia Program

THE STATE Dept.'s "Voice of America" has increased its activity with the addition of a new 30-minute program of news and features beamed to Vladivostok and the Soviet maritime provinces of eastern Siberia.

The program makes use of the department's new 50-kw relay transmitter in Manila as well as the Honolulu relay.

With the new show, the "Voice" now broadcasts to Russia two hours daily in four separate transmissions, of which three are beamed to Moscow and Western Russia. Programming is done by the State Dept. and by CBS and NBC under State Dept. supervision.

## FLA. KIWANIS GROUP HEARS NAB'S DOHERTY

EMPLOYERS and employes must cooperate to increase production and maintain the balance between wages and prices if serious national inflation is to be avoided, Richard P. Doherty, NAB Director of Employe-Employer Relations told the Kiwanis Radio Week luncheon Dec. 5 at Clearwater, Fla. Mr. Doherty appeared as a guest of Houston Cox, president of WCLE Clearwater. His speech was broadcast over a Florida hookup.

Legislation is not the answer to inflation or depression, Mr. Doherty said. Should a serious depression occur fed by industrial strife and wage-price distortions, he predicted the country may swing "far away from the concepts of a free economic system under capitalism."

Referring to the rapid growth of the broadcasting industry in the last 25 years, he said all industry must search for new products and new services to maintain expansion. Television is one means to this end, he indicated.

He reminded his audience that the greatest contribution toward economic stability "is the successful and profitable operation of individual business units." He suggested business men should adopt better controls over capital investments and sales expenditures to meet changes in the economic cycle, such as building up reserves for use when extra pressure such as advertising is needed to stimulate buying.

## AFRA Local Elects

BILL HART of WCAU Philadelphia was elected president of AFRA's Philadelphia local at its first bi-annual meeting held late last month. Others elected were George Cahan, WFIL, vice president; Alan Gans, KYW, secretary; and George Thomas, WCAU, treasurer. The executive board consists of the officers plus Fred Webber of WFIL and Gene Crane of WCAU. Plans were made to take in artists from the surrounding territory of Atlantic City, Norristown, Reading, etc.

Showmanship
— in Programming
— in Merchandising
— in Promotion
That's what keeps listeners tuned in —and keeps KDYL advertisers happy!
National Representative JOHN BLAIR & CO.
KDYL SALT LAKE CITY UTAH'S NBC STATION

# Communications Act Violated If FCC Rules on Races—WOL

FCC WAS TOLD last week that to grant WWDC Washington's request for a ruling on the possible broadcasting of horse-racing information on WWDC [BROADCASTING, Oct. 20] would "clearly" violate the Communications Act's ban on advance censorship of programs.

WOL Washington, one of the stations cited by WWDC as now carrying horse-race data, made that argument in a motion which also disclosed that the Commission has asked WOL for "a statement by Dec. 22, of complete details concerning the amount of time devoted to the transmission of horse-racing information by WOL and certain other details and circumstances relating to such programs."

A similar FCC letter was sent to WGAY Silver Spring, Md., the other Washington-area station mentioned by WWDC as offering programs containing information on horse races. WGAY reportedly is preparing through counsel, Leonard H. Marks of Cohn & Marks, to file a letter detailing the information requested but also contending that horse-racing programs are of public interest and not illegal.

### WWDC's Stand

WWDC contended that its FM grant may have been premised upon modifications the station had made with respect to programs on horse racing, and feared that to carry such broadcasts would jeopardize its licenses. But, the station pointed out, WWDC nevertheless must compete with stations which do carry such programs, and, so long as this situation exists, would like to carry them too.

WOL's action, filed by Paul M. Segal of the firm of Segal, Smith & Hennessey, asked FCC to dismiss WWDC's request for declaratory ruling because the request "does not state facts sufficient to require or support a declaratory ruling . . ."

Pointing out that the Administrative Procedure Act provides for the issuance of declaratory orders "to terminate a controversy or remove uncertainty," WOL argued:

**There is no pending controversy or, in fact, any pending application to which the motion of Capital Broadcasting Co. [WWDC] would possibly relate. There is no uncertainty as to any matter pending. The only "uncertainty" that exists is in the minds of the managers of Capital Broadcasting Co. as to the character and makeup of the program structure of that station.**

**The Communications Act of 1934 clearly and explicitly places upon those managers full responsibility for the program structure of the station. The "uncertainty" which those managers feel is an uncertainty as to how the members of the FCC might react toward certain programs if and when the FCC is lawfully called upon to review those programs. This is a contingent and remote problem of management which does not amount to that uncertainty on any question of law or fact which is the subject of the quoted section of the Administrative Procedure Act.**

**There are grave objections to the Commission's exercising discretion by taking jurisdiction over the motion of Capital Broadcasting Co. Particularly the motion is a request for advance ruling as to the acceptability of programs which are not now being broadcast by Capital Broadcasting Co. and are being considered only upon a contingent basis because other broadcasting licensees are allegedly broadcasting similar programs. Any such ruling would come clearly within the prohibition of Sec. 326 of the Communications Act of 1934, which prohibits advance censorship of programs.**

WOL also asked permission to offer oral argument on its motion to dismiss, and to file a supporting brief.

WWDC's request for declaratory ruling followed a week after the Federal Trade Commission ruled that FCC, not FTC, has jurisdiction over WWDC's contentions that WGAY is engaging in unfair competition by carrying horse-race results [BROADCASTING, Oct. 13].

## MEMBERSHIP OF NAB COMMITTEES LISTED

MEMBERSHIP of three NAB standing committees was announced last week—Legislative, Educational Standards and Public Relations Executive Committee. Others will be made public as soon as personnel has been completed. The three announced last week follow:

**Public Relations Executive** — Craig Lawrence, WCOP Boston, chairman; Hugh A. I. Halff, WOAI San Antonio; Frank King, WMBR Jacksonville, Fla.; Buryl Lottridge, WOC Davenport; Harry Maizlish, KFWB Los Angeles; Walter Wagstaff, KIDO Boise; James W. Woodruff Jr., WRBL Columbus, Ga. Board liaison members: Wiley P. Harris, WJDX Jackson, Miss.; William B. Ryan, KFI Los Angeles.

**Legislative**—J. Harold Ryan, WSPD Toledo, chairman; Joseph O. Burwell, WMBS Uniontown, Pa.; William B. Dolph, WMT Cedar Rapids; Don S. Elias, WWNC Asheville, N. C.; Wilt Gunzendorfer, KROW Oakland; E. K. Hartenbower, KCMO Kansas City; Paul Miller, Gannett stations; Glenn Snyder, WLS Chicago. Board liaison members: Clair R. McCollough, WGAL Lancaster; C. Bruce McConnell, WISH Indianapolis.

**Educational Standards**—Ralph Hardy, KSL Salt Lake City, chairman; Dr. Willis Dunbar, WKZO Kalamazoo; Armand Hunter, WFIL Philadelphia; F. C. Sowell, WLAC Nashville; Judith C. Waller, NBC Chicago; Hazel Kenyon Markel, WTOP Washington.

MOTION PICTURE has been made of recent "GE House Party" program by Gene Lester Productions, Hollywood. Film will be used as promotion and merchandising aid.

**TAKING PART** in formal transfer of ownership of WKBW Buffalo from Buffalo Broadcasting Corp. to Broadcasting Foundation Inc. were: Standing—Arthur Simon, WKBW general manager; seated (l to r)—M. Smith Davis, of New York, broker for Broadcasting Foundation's financial backers; Dr. Clinton H. Churchill, president of Foundation, and Paul Warner, Mt. Vernon, Ohio, banker. Transfer ceremony took place Nov. 25.

## Advertiser Will Require 'Yardstick' Says Hooper

C. E. HOOPER, speaking to radio students at Syracuse U., N. Y., during "Hooper Day" last week predicted advertisers soon would set a "yardstick of evidence of absolute sales effectiveness" as their standard of excellence in advertising, due to the highly competitive nature of the business.

Mr. Hooper spoke at a luncheon meeting which followed two class periods devoted to discussions and demonstrations of radio audience measurements.

## N. D. Honors Kobak

EDGAR KOBAK, president of MBS and a former student at the U. of Notre Dame, has been elected chairman of the advisory council for science and engineering at the university, it was announced last week. Mr. Kobak succeeds Harold Vance, chairman of the board at the Studebaker Corp., South Bend, Ind.

## FMA Requests

*(Continued from page 19)*

may not meet the overall fidelity requirements of studio-through-transmitter standards of the FCC."

FCC Comr. E. K. Jett said at that time that he had "no doubt" that the Commission would inquire into the possibilities of 15,000-cycle service for FM network operations and ask AT&T for complete information.

FMA officials said AT&T estimates for 15,000-cycle interexchange channels ran 30 cents per mile per hour, compared with 15 cents per mile per hour for 5,000-cycle lines used by AM networks and 22 cents per mile per hour for 8,000-cycle lines used by Continental. They said the reasonableness of the 15,000-cycle rate proposal, as compared with rates on other lines, would be a major consideration in any rate hearing called by FCC in response to the FMA petition.

Contending that FM is being "considerably retarded" by lack of high-fidelity network facilities, they said they would press for an early hearing and also would confer further with AT&T.


2 IN PHILADELPHIA
WIBG
Leads in SPORTS
10,000 WATTS
Leads in MUSIC
FULL TIME!
Leads in NEWS
Philadelphia's Most Powerful Independent
Represented Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

HOTEL STRAND

ATLANTIC CITY'S HOTEL OF DISTINCTION

A Hotel Planned and Designed for Your Every Comfort . . . assuring You Absolute Rest and Relaxation . . . amid an Atmosphere of Refinement . . . Beautifully Furnished Rooms . . . Ocean Front Verandas . . . Rooftop Solarium . . . Salt Water Baths . . . Cuisine Unsurpassed . . . Garage on Premises

Fiesta Cocktail Lounge
Favorite Rendezvous of the Elite

Open All Year

Under Ownership Management

Penna. Ave. and Boardwalk

# WCMI

## is the CBS

**OUTLET FOR**

***Huntington, W. Va.***

***Ashland, Ky.***

***Ironton, Ohio—***

***and adjacencies***

**NOTE:**

**From the WCMI TRANSMITTER to center of population HUNTINGTON, W. VA. only *8.5* miles**

**---to center of pop.---**

**IRONTON, OHIO only *7.0* miles**

***"Triple Coverage Where It Counts"***

**ASK A JOHN E. PEARSON REPRESENTATIVE FOR FACTS**

**WCMI**

A NUNN STATION

CHARLES C. WARREN, *Mgr.*
ASHLAND, KY.
HUNTINGTON, W. VA.


## FCC Actions

*(Continued from page 80)*

**Decisions Cont.:**

**WVPO Stroudsburg, Pa.** — Granted mod. CP for approval of ant. and trans. location.

**KRIO McAllen, Tex.**—Granted mod. license to change studio location.

**WNAF Povidence, R. I.**—Granted mod. CP to change type trans. and type vertical ant. and to change studio location.

Following were granted mod. CP for changes in completion dates as shown: WIBX Utica, N. Y., to 3-30-47; WMIN St. Paul, to 3-20-48; WWJ Detroit, to 10-1-48; WOAP Owosso, Mich. to 1-15-48; WRUN Utica, to 2-29-48; WIBC Indianapolis, to 3-15-48; WTWS Clearfield, Pa., to 2-24-48; KCRA Sacramento, Calif., to 3-30-48; WHIS Bluefield, W. Va., to 4-1-48; KELO Sioux Falls, S. D., to 1-30-48; KWAL Wallace, Ida., to 4-10-48; KOMO Seattle, to 4-7-48; KLAC Los Angeles, to 6-25-48; KWFT Wichita Falls, Tex., to 1-7-48; KEX Portland, Ore., to 6-25-48; KCOM Sioux City, to 7-1-48.

**WGRM Greenwood, Miss.**—Granted license covering change in trans. location and changes in vertical ant.

**KITE San Antonio, Tex.**—Granted license for new station 930 kc 1 kw D and change studio location.

**WBYS Canton, Ill.**—Granted license for new station 1560 kc 250 w D and change studio location.

**WCBA Columbus, Ga.**—Granted license for new station 620 kc 1 kw D.

**KSTV Stephenville, Tex.**—Granted license for new station 1510 kc 250 w D and change studio location.

**WDLP Panama City, Fla.**—Granted license for change in freq. to 590 kc, power to 1 kw, install new trans. and DA-DN and change trans. location.

**WBBC Flint, Mich.**—Granted license for new station 1330 kc 1 kw DA unl.

**WCRK Morristown, Tenn.** — Granted license for new station 1450 kc 250 w unl.

**KOPP Ogden, Utah**—Granted license for new station 730 kc 1 kw D.

**WROD West Point, Miss.**—Granted license for new station 1450 kc 250 w unl.

**WHOD Homestead, Pa.**—Granted mod. CP for approval of ant. and trans. location.

**WCHV Charlottesville, Va.**—Granted license for use of old main trans. for aux. purposes with 250 w.

**KGIL San Fernando, Calif.**—Granted license for new station 1260 kc 1 kw DA unl.

**WIRB Enterprise, Ala.**—Granted mod. CP for approval of ant., trans., and studio locations.

**WNEX Macon, Ga.**—Granted CP install new vertical ant. and mount FM ant. on AM tower.

Following were granted mod. CP for extension of completion dates as shown: WSOC Charlotte, to 2-15-48; WSAV Savannah, Ga., to 12-31-47; WMFD Wilmington, N. C., to 6-24-48; WRRN Warren, Ohio, to 6-28-48; WREX Duluth, to 1-1-48; WFIL Philadelphia, to 12-15-47; KUGN-FM Eugene, Ore., to 4-7-48; KGBS-FM Harlingen, Tex., to 4-16-48; KWNO-FM Winona, Minn., to 2-1-48; WFNC-FM Fayetteville, N. C., to 3-23-48; WDRC-FM Hartford, Conn., to 6-17-48; KTML Los Angeles, to 3-21-48; KLOK-FM San Jose, Calif., to 2-15-48; WKBN-FM Youngstown, Ohio, to 6-21-48; WJR-FM Detroit, to 3-1-48; WTAX-FM Springfield, Ill., to 3-20-48; WAZV Brockton, Mass., to 1-15-48; WGAA-FM Cedartown, Ga., to 3-14-48; WHHM-FM Memphis, to 5-18-48; WROL-FM Knoxville, Tenn., to 5-28-48.

**WJTN-FM Jamestown, N. Y.**—Granted license for new FM station (BLH-96).

**WJMC-FM Rice Lake, Wis.**—Granted license for new FM station (BLH-76).

**WATG Ashland, Ohio**—Granted license for new FM station (BLH-68).

**WJYK area Findlay, Ohio** — Granted invol. assign. of relay license to Helen F. Hover, administratrix of estate of Fred R. Hover, deceased.

**KSEI-FM Pocatello, Ida.** — Granted mod. license to change studio location.

Following were granted mod. CP for extension of completion dates as shown: KLO Ogden, Utah, to 3-10-48; WEBR Buffalo, to 3-1-48; WSAY Rochester, N. Y., to 6-18-48; KFI Los Angeles, to 2-1-48; WNLO, area of N. Y. City, to 7-5-48; KPRC-FM Houston, to 5-28-47; WHB-FM Kansas City, to 3-13-48; WNYC-FM New York, to 3-25-48; WTRI Troy, N. Y., to 3-21-48; WRR-FM Dallas, Tex., to 3-17-48; WRAI Wausau, Wis., to 3-4-48; WRWR-FM to 2-13-48; KPAF San Francisco, to 2-5-48.

## FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,491 licensed, 470 construction permits, 270 applications in pending file, 374 application in hearing; FM — 83 licensed, 253 conditional grants, 710 CPs (of which 272 are on air under special temporary authority), 67 applications pending, 52 applications in hearing; television —six licensed, 65 CPs (of which 11 are on air), 42 applications pending, of which 30 are in hearing.

## December 10 Decisions . . .

**DOCKET CASE ACTIONS**

**AM—1230 kc**

Announced proposed decision looking towards denial of application of Charles C. Carlson for renewal of license for station WJBW New Orleans, La., operating on 1230 kc 250 w unl. and grant of application of Mrs. Louise C. Carlson for new station in New Orleans, 1230 kc 250 w unl. subject to applicant filing within 60 days from date of grant, application for mod. CP specifying trans. site and ant. system meeting requirements of standards. (Comr. Hyde not participating).

**BY THE COMMISSION**

**Petition Denied**

**John F. Kramer, Cambridge, Md.**—Denied petition for reconsideration directed against Commission action of Nov. 7, denying petitioner's request for 30 day continuance of hearing on his application and that of The Capital Bcstg. Co., scheduled Nov. 13.

**ACTIONS ON MOTIONS**

**(By Commissioner Webster)**

**N-K Bcstg. Co., Muskegon, Mich.**—Granted petition requesting continuance of consolidated hearing presently scheduled Dec. 11 at Muskegon and continued same to Jan. 19, 1948, at that place.

## December 10 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**KBYR Anchorage, Alaska**—Mod. CP which authorized new standard station for approval of ant. and trans. location.

**KHJ KGB KFRC KDB Los Angeles**—Mod. license to change corporate name from Don Lee Holding Co. to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System.

**WNLK Norwalk, Conn.**—Mod. CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location.

**AM—1240 kc**

**WLBF Leesburg, Fla.** — CP make changes in vertical ant. and mount FM ant. on AM tower.

**AM—1250 kc**

**WDAE Tampa, Fla.**—CP install new trans.

**AM—1310 kc**

**Four States Bcstrs. Inc., Joplin, Mo.**—CP new standard station 1310 kc 1 kw-N 5 kw-D unl. DA. AMENDED to change type trans. and change DA-N.

**AM—750 kc**

**WHEB Portsmouth, N. H.**—Authority to determine operating power by direct measurement of ant. power.

**Modification of CP**

**KWNH Rochester, N. H.**—Mod. CP which authorized new standard station to change type trans., for approval of ant., trans. and studio locations.

**WMDL Middletown, N. Y.**—Mod. CP which authorized new standard station for approval of ant. and trans. location and change studio location.

**AM—740 kc**

**All-Oklahoma Bcstg. Co., Tulsa, Okla.**—CP new standard station 740 kc 25 kw-N 50 kw-D unl. DA. AMENDED to change DA-D.

**WIPR San Juan, P. R.**—Mod. CP which authorized new standard station to change studio location from Municipality of Rio Piedras to San Juan. AMENDED to change studio location from San Juan to Santurce.

**AM—680 kc**

**WMPS Memphis, Tenn.**—CP install auxiliary trans. at present site of main trans. to be operated on 680 kc with 1 kw.

**Modification of CP**

**KULP El Campo, Tex.**—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

**KTLW Texas City, Tex.**—Mod. CP, as mod., which authorized new standard station to change studio location.

**APPLICATIONS DISMISSED**

**AM—1020 kc**

**Calhoun Bcstg. Corp., Calhoun, Ga.**—CP new standard station 1020 kc 250 w D. Request of applicant.

**AM—1520 kc**

**Bcstg. Foundation Inc., Buffalo, N. Y.**—CP new standard station 1520 kc 50 kw unl. DA. Request of attorney.

**APPLICATION RETURNED**

**Modification of CP**

**KSMN Mason City, Iowa**—Mod. CP which authorized new standard station, for approval of ant. and trans. location. Incomplete.

**ACCEPTED FOR FILING**

**FM—105.5 mc**

**William R. Haupt, Inglewood, Calif.**—CP new FM station on frequency to be determined by chief engineer of FCC with ERP of 780 w. AMENDED to change ERP from 780 to 750 w, frequency to Channel 288, 105.5 mc, change trans. site and studio and make change in ant. system.

**Transfer of Control**

**KSJO-FM San Jose, Calif.**—Voluntary transfer of control from Redwood Bcstg.

to Inc. to Patrick Healy Peabody.

**Modification of CP**

**WNHC-FM New Haven, Conn.**—Mod. CP as mod., which authorized new FM station for extension of completion date.

**WMIN-FM St. Paul**—Same.

**KMBC-FM Kansas City**—Same.

**WQXQ New York**—Same.

**WMBS-FM Uniontown, Pa.**—Same.

**KCMC-FM Texarkana, Tex.**—Same.

**WAJR-FM Morgantown, W. Va.**—Same.

**WKWK-FM Wheeling, W. Va.**—Same.

**License for CP**

**KRVM Eugene, Ore.**—License to cover CP as mod., which authorized new noncommercial educational station.

**Change Corp. Name**

**Don Lee Holding Co., area of Los Angeles and San Francisco**—To change corporate name, remote pickups, KABD KAOG KABB KEGB KAOY KEGN, from Don Lee Holding Company to Thomas S. Lee Enterprises Inc. d/b as Don Lee Bcstg. System.

**KTSL W6XNO W6XAO Hollywood, Calif.**—Same for TV station. Also TV relay W6XDU.

**TENDERED FOR FILING**

**Modification of CP**

**Sarkes Tarzian & Mary Tarzian, Bloomington, Ind.**—Mod. CP to make changes in DA, install new trans. and change proposed trans. location, using 250 w-N 1 kw-D unl. with DA-N on 1240 kc.

**Transfer of Control**

**WTTH WTTH-FM Port Huron, Mich.**—Consent to transfer of control from William W. Ottaway, Mildred J. Ottaway, Hariet R. Ottaway, William James Ottaway, Barbara Ottaway and Stephen C. Ottaway to Louis A. Weil.

**AM—1350 kc**

**Hermitage Bcstg. Corp., Nashville, Tenn.**— CP new standard station 1350 kc 1 kw D.

**License Renewal**

**WAOV Vincennes, Ind.**—License renewal AM station.

**WJXN Jackson, Miss.**—Same.

**WPAR Parkersburg, W. Va.**—Same.

**AM—Oral Argument**

**(Before Commission)**

**WOOP Inc., Dayton, Ohio**—CP 1150 kc 1 kw-N 5 kw-D unl. DA.

**Northwestern Ohio Bcstg. Corp., Lima, Ohio**—CP 1150 kc 1 kw unl.

**Sky Wave Bcstg. Corp., Columbus, Ohio**—CP 1150 kc 1 kw-N 5 kw-D unl. DA-N.

## December 11 Decisions . . .

**DOCKET CASE ACTIONS**

**Final FM Decision**

Announced final decision in Bridgeport-Danbury, Conn., FM case granting following application for Class B stations:

**Harry F. Guggenheim, Bridgeport**—Channel 268, 101.5 mc, 20 kw, ant. 500 ft. subject to filing within 60 days of application for mod. CP specifying trans. site and ant. structure satisfactory to CAA and meeting FCC standards.

**Harold Thomas, Bridgeport**—Channel 270, 99.9 mc, 20 kw, 410 ft.

**The Bridgeport Herald Corp., Bridgeport**—Channel 248, 97.5 mc, 20 kw, ant. 410 ft.

**The Fairfield Bcstg. Co., Danbury**—Channel 233, 94.5 mc, subject to filing within 60 days application for mod. CP specifying Class B FM facilities with trans. site, power and ant. height which will not involve 1 mv/m interference to or from **WMAS-FM** Springfield, Mass.; **WIFM** New Rochelle, N. Y., and **WAAT-FM** Newark, N. J., and subject further to cond. that CP authorized to Bremer Bcstg. Corp. for Class B FM station at Newark be mod. to specify Channel 234, 94.7 mc, in lieu Channel 274, 102.7 mc presently authorized.

At same time FCC denied applications of The Yankee Network Inc., Bridgeport, and The Travelers Broadcast Service Corp., Bridgeport.

By separate order to show cause FCC mod. CP of Bremer Bcstg. Corp. effective 15 days from date of release of order to specify Channel 234, 94.7 mc, in lieu of Channel 274, 102.7 mc, provided however that such modification shall not become final in event Bremer Bcstg. Corp. within said 15 days files request for opportunity to show cause at hearing before Commission why such order of modification should not be issued.

**AM—850 kc**

Announced decision and order granting application of Thomas N. Beach to change **WTNB** Birmingham, Ala., from 250 w on 1490 kc to 1 kw-N 5 kw-D on 850 kc, DA-N, and denying motion filed by Johnston Bcstg. Co. to dismiss and/or strike application of Beach. (Comrs. Hyde and Jones voted for grant of application of Johnston Bcstg. Co. and denial of Beach.)

## December 11 Applications . . .

**ACCEPTED FOR FILING**

**Modification of CP**

**WAVU Albertville, Ala.**—Mod. CP which authorized new standard station for approval of ant. and trans. location.

**AM—1450 kc**

**WLAY Sheffield, Ala.** — CP make changes in vertical ant., change type trans., change trans. location and studio location from Muscle Shoals City to Sheffield.

**Modification of CP**

**KDSH Boise, Ida.**—Mod. CP, as mod., which authorized increase in power, install new trans., make changes in DA and specify studio location, for extension of completion date.

**AM—1340 kc**

**Southern Idaho Bcstg. Co. Inc., Preston, Ida.**—CP new standard station 1340 kc 250 w unl. AMENDED to change name of applicant from Southern Idaho Bcstg. Co. Inc. to Voice of the Rockies Inc.

**Modification of CP**

**WOKZ Alton, Ill.**—Mod. CP, as mod., which authorized new standard station for extension of completion date.

**AM—1280 kc**

**WGBF Evansville, Ind.**—CP increase power from 1 kw-N 5 kw-D to 5 kw DN and make changes in DA-N. AMENDED to change DA.

**Transfer of Control**

**WIMS Michigan City, Ind.**—Voluntary transfer of control of license corporation from O. E. Richardson, E. R. Herkner, E. D. Oskierko, William A. Blank, William J. K. Volk, J. F. Ciezadlo to O. E. Richardson.

**Modification of CP**

**KTRI Sioux City, Iowa**—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

**AM—1270 kc**

**Seward County Bcstg. Co., Liberal.**

*(Continued on page 96)*

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## FCC Actions

*(Continued from page 95)*

**Kan.**—CP new standard station 1400 kc 250 w unl. AMENDED to change frequency from 1400 to 1270 kc, 250 w to 1 kw, change hours from unl. to D and change type trans.

**AM—1240 kc**

**Washtenaw Bcstg. Co. Inc., Lansing, Mich.**—CP new standard station 1240 kc 250 w unl. AMENDED to change type trans., change trans. and studio location from Lansing to Ann Arbor, change application from new standard station to application for radio station WPAG.

**Transfer of Control**

**KVOX Moorhead, Minn.**—Voluntary transfer of control of license cororation from David C. Shepard, Howard S. Johnson and Richard S. Felhaber to J. J. Bowers, Dr. J. R. Dillard, Roy S. Dwyer, Sam Field, Abel W. Hedlund, Ben Horvick, Isadore Horwitz, Leo Johnson, Jacob F. Kiefer, John T. Lamb, Manny Marger, Oscar C. Martinson, A. W. McConn, E. J. McKellar, Arnold F. Miller, Memford Nelson, Henry Neubarth, Henry R. Peterson, O. S. Roberts, A. S. Sigurdson, Sam Stern, William Stern, Franklin J. Van Osdel, George M. Vigestad, Edwin C. Werre and Louis P. Goldberg.

**AM—1380**

**WTOB Winston-Salem, N. C.**—CP change frequency from 710 to 1380 kc, change hours from D to unl., increase 1 kw D to 1 kw DN, install DA-DN and change trans. location.

**AM—1280 kc**

**KUGN Eugene, Ore.**—CP change frequency from 1400 to 1280 kc, increase 250 w to 500 w-N 1 kw-D, install new trans. and DA-N. AMENDED to change power from 500 w-N and 1 kw-D to 1 kw, change DA, changes in ground system and trans. location.

**AM—1600 kc**

**Julian Louis Liebam, Kittanning, Pa.**—CP new standard station 1600 kc 1 kw D.

**Modification of CP**

**WPRP Ponce, P. R.**—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

**AM—1070 kc**

**Easley Broadcast Co., Easley, S. C.**—CP new standard station 1070 kc 1 kw D.

**AM—740 kc**

**Texas Star Bcstg. Co., Dallas, Tex.**—CP new standard station 740 kc 5 kw N 10 kw D unl. DA. AMENDED to change DA-D.

**AM—1490 kc**

**Gulf Coast Bcstg. Co., Galveston, Tex.**—CP new standard station 1490 kc 250 w unl.

**AM—1480 kc**

**KLIF Oak Cliff, Tex.**—CP change frequency from 1190 to 1480 kc.

**Modification of CP**

**KWFT Wichita Falls, Tex.**—Mod. CP, as mod., which authorized increase in power and changes in DA-N and mount FM ant. on S. E. towers, for extension of completion date.

WROD, new 250-w fulltime Mutual affiliate at Daytona Beach, Fla., picked a setting typical of Florida for its new studio building (above). The station, operating on 1340 kc, took the air Nov. 7. It is owned by Daytona Beach Broadcasting Corp., whose officers include E. J. Sperry, president, Wade R. Sperry, vice president, and Josephine T. Sperry, secretary. E. J. Sperry is station manager.

**AM—690 kc**

**Northern Neck and Tidewater Bcstg. Co., Warsaw, Va.**—CP new standard station 690 kc 250 w D.

**Modification of CP**

**KVRS Rock Springs, Wyo.**—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. location for extension of completion date.

**KFSA-FM Fort Smith, Ark**—Mod. CP, as mod., which authorized new FM station to change type trans., ERP to 488 kw, ant. height, make changes in ant. system and change commencement and completion dates.

**FM—101.7 mc**

**Whittier Bcstg. Co., Whittier, Calif.**—CP new FM station on Channel 269, 101.7 mc, ERP 250 w.

**License for CP**

**WWPG-FM Palm Beach, Fla.**—License to cover CP, as mod., which authorized new FM station.

**FM—100.9 mc**

**Inland Broadcast Co., South of Weiser, Ida.**—CP new FM station to be operated on Channel 265, 100.9 mc ERP of 1 kw.

**Modification of CP**

**KROS-FM Clinton, Iowa**—Mod. CP which authorized new FM station to change ERP to 13.3 kw, make changes in ant. system and change commencement and completion dates.

**KDTH-FM Dubuque, Iowa**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**The Northern Corp., Boston**—CP new FM station on Channel 289, 105.7 mc and ERP 20 kw. AMENDED to change frequency from Channel 289, 105.7 mc to Channel 290, 105.9 mc.

**Modification of CP**

**WKBZ-FM Muskegon, Mich.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WRPA Syracuse, N. Y.**—Same.

**License for CP**

**WHVA Poughkeepsie, N. Y.**—License to cover CP, as mod., which authorized new FM station.

**WOPT Oswego, N. Y.**—Same.

**Modification of CP**

**WSOC-FM Charlotte, N. C.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**KAKC-FM Tulsa, Okla.**—Mod. CP which authorized new FM station to make changes in ant. system and change commencement and completion dates.

**KGPO Grants Pass, Ore.**—Mod. CP, as mod., which authorized new FM station for extension of completion date.

**WNJD Meadville, Pa.**—Mod. CP, as mod., to change type trans., ERP to 9.83 kw, ant. height, make changes in ant. system and change commencement and completion dates.

**License for CP**

**WEEU-FM Reading, Pa.**—License to cover CP, as mod., which authorized new FM station.

**Modification of CP**

**WPJB Providence, R. I.**—Mod. CP which authorized new FM station to specify trans. site, type trans. and ant. system.

**KRIC-FM Beaumont, Tex.**—Mod. CP as mod., which authorized new FM station for extension of completion date.

**WTDS Toledo, Ohio**—Mod. CP which authorized new noncommercial educational station to change studio location and trans. site, make changes in ant. system and change commencement and completion dates.

**License Renewal**

Renewal of license of AM stations accepted for filing from KAWT Douglas, Ariz.; KFMB San Diego, Calif.; WBSR Pensacola, Fla.; KSIG Crowley, La.; KSVP Artesia, N. M.; WDAD Indiana, Pa.

**TENDERED FOR FILING**

**AM—1400 kc**

**Centerville Bcstg. Co., Centerville, Iowa**—CP new standard station 1400 kc 100 w unl.

**AM—1590 kc**

**Radio St. Clair Inc., Algonac, Mich.**—CP new standard station 1590 kc 500 w D.

**AM—730 kc**

**W. T. Zimmerman, Warrenton, Mo.**—CP new standard station 730 kc 250 w D.

**SSA—910 kc**

**WPFB Middletown, Ohio**—Request for special service authorization to operate on 910 kc 100 w-N and 1 kw-D unl. for normal license period.

**AM—580 kc**

**Lewis & Clark Bcstg. Corp., Helena, Mont.**—CP new standard station 580 kc 1 kw unl. DA.

## Hearings Before FCC . . .

**DECEMBER 15**

**AM—Further Hearing**

**WBAL Baltimore**—License renewal.

**Public Service Radio Corp., Baltimore**—CP 1090 kc 50 kw unl.

**AM—Hearing**

**Radio Television Corp., Medford, Ore.**—CP 1270 kc 5 kw unl. DA.

**KTFI Twin Falls, Ida.**—CP 1270 kc 5 kw unl. DA-N.

**AM—Hearing**

**Radio Phoenix Inc., Phoenix, Ariz.**—CP 910 kc 5 kw unl.

**John C. Mullens, Phoenix, Ariz.**—CP 910 kc 5 kw unl. DA-N.

**KPHO Phoenix, Ariz.**—CP 910 kc 5 kw unl.

**KRUX Phoenix, Ariz.**—CP 910 kc 5 kw unl. DA-N.

**AM—Further Hearing**

**KPMC Bakersfield, Calif.**—CP 1560 kc 10 kw unl. DA-DN.

**Lake Bcstg. Co. Inc., Gary, Ind.**—CP 1560 kc 1 kw-D 500 w-N unl.

**KWCO Chickasha, Okla.**—CP, mod. CP and license; 1560 kc 250 w unl.

**WQXR New York**—CP 1560 kc 50 kw unl.

**AM—Further Hearing**

**East Liverpool Bcstg. Co., East Liverpool, Ohio**—CP 1490 kc 250 w unl.

**Radio Courier Inc., East Liverpool, Ohio**—Same.

**Intervenor:** WHBC Canton, Ohio.

**AM—Further Hearing**

**WAAF Chicago**—CP 950 kc 1 kw-N 5 kw-D unl. DA.

**Intervenor:** WPEN Philadelphia; parties respondent: WWJ Detroit, WSPA Spartanburg, S. C., WKNA Beckley, W. Va., KFEL Denver, WSBT South Bend, Ind.

**AM—Hearing**

**Pilgrim Bcstg. Co., Boston**—CP 950 kc 5 kw D.

**Beacon Bcstg. Co. Inc., Boston**—Same.

**Boston Radio Co., Boston**—Same.

**Joseph Solimene, Boston**—Same.

**Continental Television Corp., Boston**—CP 950 kc 1 kw D.

**Bunker Hill Bcstg. Co., Boston**—Same.

To be held in Court Room 4, Main U. S. Post Office Bldg., Boston, 10 a.m.

**AM—Hearing**

**WJOL Joliet, Ill.**—License renewal.
**Intervenor:** A. J. Felman.
To be held in Branch Court Room, County Court House, Joliet.

**DECEMBER 15-19**

**AM—Hearing**

**The Mount Vernon Bcstg. Co., Mt. Vernon, Ohio**—CP 1340 kc 250 w unl.

**Mound Bcstg. Corp., Newark, Ohio**—Same.


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Beer & Koehl, Ashland, Ohio—Same.

Zanesville Bcstg. Co., Zanesville, Ohio—Same.

Marietta Bcstg. Co., Parkersburg, W. Va.—Same.

Intervenors: Radio Voice of Springfield Inc., WADC Wadesboro, N. C., WIZE Springfield, Ohio; parties respondent: WHAR Clarksburg, W. Va., WCMI Ashland, Ky., WMDN Montgomery, W. Va., WSTV Steubenville, Ohio.

To be held Dec. 15 in County Court House, Ashland; Dec. 16, Room 8, U. S. Post Office Bldg., Mt. Vernon; Dec. 17, County Court House, Newark; Dec. 18, U. S. Post Office Bldg., Zanesville; Dec. 19, Council Chamber, City Bldg., Parkersburg.

**DECEMBER 17**

**AM—Further Hearing**

Valdosta Bcstg. Co., Valdosta, Ga.—CP 910 kc 5 kw unl.

Okefenokee Bcstg. Co., Waycross, Ga.—CP 910 kc 500 w-N 1 kw-LS unl.

**AM—Hearing**

KFRE Fresno, Calif.—CP 970 kc 1 kw unl.

KTKC Fresno, Calif.—CP 940 kc 50 kw unl. DA-DN.

**AM—Hearing**

KWK St. Louis—CP 1380 kc 5 kw unl. DA.

Respondents: WTSP St. Petersburg, Fla., WMBG Richmond, Va.

**AM—Hearing**

KANS Wichita, Kan.—CP 1480 kc 1 kw-N 5 kw-D unl. DA-D.

Intervenors: The Wichita Beacon Bcstg. Co., KAKE Bcstg. Co. Inc., KCLC Bcstg. Co. Inc., Air Capital Bcstg. Co. Inc., KCLU Safford, Ariz; party respondent: KBON Omaha.

**AM—Further Hearing**

Jackson Bcstg. Co., Jackson, Tenn—CP 1490 kc 250 w unl.

Hub City Bcstg. Co., Jackson, Tenn.—Same.

George Arthur Smith, Jackson, Tenn.—Same.

To be held in Federal Court Room, U. S. Post Office Bldg., Jackson, 10 a.m.

**DECEMBER 18**

**AM—Further Hearing**

Times Pub. Co., Erie, Pa.—CP 1400 kc 250 w unl.

Erie Bcstg. Co., Erie, Pa.—Same.

Community Bcstg. Co., Erie, Pa.—Same

**AM—Hearing**

Eugene Bcstrs. Inc., Eugene, Ore.—CP 1280 kc 1 kw unl. DA-N.

KUGN Eugene, Ore.—CP 1280 kc 500 w-N 1 kw-D unl. DA.

Party respondent: KIT Tacoma, Wash.

**FM—Hearing**

Keystone Bcstg. Corp., Harrisburg, Pa.—For FM facilities.

York Bcstg. Co., York, Pa.—Same.

Reading Bcstg. Co., Reading, Pa.—Same.

**AM—Hearing**

Mahoning Valley Bcstg. Corp., Youngstown, Ohio—CP 1240 kc 250 w unl.

**DECEMBER 19**

**AM—Further Hearing**

Logansport Bcstg. Corp., Logansport, Ind.—CP 1230 kc 250 w unl.

Kosciusko Bcstg. Corp., Warsaw, Ind.—CP 1220 kc 250 w D.

Party Respondent: WJOB Hammond, Ind.

**AM—Hearing**

KOY Phoenix, Ariz.—CP 550 kc 5 kw-D 1 kw-N unl.

**AM—Hearing**

Central Michigan Radio Corp., Lansing, Mich.—CP 1320 kc 1 kw unl. DA.

WILS Lansing Mich.—CP 1320 kc 1 kw D.

Parties Respondent: WOOD Detroit, WJHP Jacksonville, Fla., WBBC Detroit.

**AM—Hearing**

KOOS Coos Bay, Ore.—CP 630 kc 1 kw unl. DA (DA-2).

**AM—Hearing**

Triangle Bcstg. Assoc. Inc., Hackensack, N. J.—CP 620 kc 250 w unl.

Party Respondent: Newark Bcstg. Corp.

**AM—Oral Argument**
**(Before Commission)**

Paris Bcstg. Co., Paris, Tenn.—CP 1340 kc 250 w unl.

Murray Bcstg. Co. Inc., Murray, Ky.—Same.

# Radio Sells

*(Continued from page 18)*

of the most important exemplifications of the idea-selling our broadcast represented.

Of course merchandise selling is really idea selling in a different form in which certain ideas of style, quality, price and selection, are presented in connection with the store. Effectiveness of merchandise selling may be tested by the sale of specific items, though the effective and continuous planting of certain sales ideas is more important, as a rule, than the movement of these advertised articles.

The type of idea selling employed in our radio program, however, is of a different character and it would be foolish to attempt to measure its success regularly by the movement of specific items, although we have had some outstanding instances of effectiveness in this respect, too. This is not to say that radio will not do an effective job of selling merchandise, but the program we are discussing here was not designed for such a purpose, and therefore requires other methods of measurement.

As to persons served annually in the Home Advisory Bureau, this has increased 500% in the eight years the program has been on the air and this increase came in spite of the fact that a rental bureau, accounting for a substantial portion of the Home Advisory Bureau's traffic before the radio program was begun, was discontinued. This approximately equalizes certain other factors and gives a 500% increase in Home Advisory Board traffic logically attributable to use of the radio program.

### The Barker Formula

Kenneth Pelton, our advertising director, and Roderick Mays, of Mays & Bennett Adv., Los Angeles agency servicing our account, have worked out a formula based on this program, which may prove of interest to others. It includes the following points:

(1) Think of what you want to say and to whom you want to say it, before you concern yourself with how it may best be said. Choose the program last—not first.

(2) Use the program according to its potentialities. If it is built to sell merchandise, *use* it to sell merchandise. If it is built to sell ideas, *use* it to sell ideas.

(3) Measurement of a radio program's effectiveness must be in terms of what it is attempting to accomplish. Quantitative measurements will not help measure success in reaching a selective audience, nor will merchandise advertising test the strength of a program designed to sell ideas.

One interesting observation may be made on our program, and that is that while it has been based entirely on an advertising theory of approach to radio, the result has been a program of some distinction, dealing with subjects not generally considered on the radio, and meeting with widespread approval of civic and cultural organizations.

**AM—Oral Argument**
**(Before Commission)**

WCBM Baltimore—CP 680 kc 5 kw-N 10 kw-D unl.

Tower Realty Co., Baltimore—CP 680 kc 10 kw unl. DA-N.

Lomar Bcstg. Co., Lancaster, Pa.—CP 680 kc 1 kw-N 5 kw-D unl. DA-N.

Foundation Co. of Washington, Philadelphia—CP 680 kc 10 kw unl. DA-DN.

Monroe Bcstg. Co. Inc., Rochester, N. Y.—CP 680 kc 500 w-N 1 kw-D unl.

## AIEE Lists Meetings

THE AMERICAN Institute of Electrical Engineers has announced the following meetings for 1948. Winter General Meeting, Pittsburgh, Pa., Jan. 26-30; Great Lakes District Meeting, Des Moines, Ia., April 1-3; North Eastern District Meeting, New Haven, Conn., April 28-30; Summer General Meeting, Mexico City, June 21-25; Pacific General Meeting, Spokane, Wash., Aug. 24-27; Middle Eastern District Meeting, Washington D. C., Oct. 5-7; Midwest General Meeting, Milwaukee, Oct. 18-22, and Southern District Meeting, Birmingham, Ala., Nov. 3-5.

## Within the (W)LAW

LOVE OF MUSIC is apparently stronger than love of freedom for an inmate of the Massachusetts State Prison at Charlestown. Rev. Harold W. Fraser, O.M.I., had been rehearsing the choir at the prison in preparation for a series of four *Christian Doctrine Hour* broadcasts over WLAW Lawrence, and he was pleased to find a pretty good bass singer in the group. On the second rehearsal, however, the bass was missing from the choir and Rev. Fraser resigned himself to carry on without the voice. But when the choir assembled for the first broadcast from the prison, there was the bass right where he had been on the first rehearsal. It seems that the man had been paroled between rehearsals, but returned to the prison for a half hour just to take part in the WLAW broadcast.

SPECIAL evening performance of ABC's "Ladies Be Seated" was held Dec. 12 in Grand ballroom of Chicago's Stevens Hotel for audience of 3,000 Bell Telephone Co. employes who have been with company more than 20 years. Event was annual Christmas party of the "Telephone Pioneers."

YOU'LL GET MORE THIS CHRISTMAS
in the BEST BALANCED MARKET IN THE UNITED STATES
NOW 5000 WATTS ABC
318,440 RADIO FAMILIES
WHBC
. . . has a gift of offering Advertisers real service. We never go out on a limb with promises . . . fact and figures back our sales story. That's where we take a bow. Prospects in this busy market are evergreen.
whbc
REPRESENTED by Rambeau
CANTON, OHIO
The Best Balanced Market in the United States

"VIC" DIEHM SAYS:

The 55 Million Dollars

. . . earned annually in this rich Anthracite Area of Pennsylvania is spent right here in WAZL's coverage area. And too, it's a fact that our 90% listening audience is a buying audience. It all adds up to just one thing—you get results; direct sales results from your WAZL advertising dollar. Be wise . . . contact us right away.

WAZL

Established 1932 - Hazleton, Pa.

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

AFFILIATED WITH NBC - MBS

BAHA'I

The Coming of World Religion

*8.*

**THE DOWNFALL OF EMPIRE** is no new event in human experience. The bulk of history tells the story of the passing of Rome, Greece, Persia, Babylon and their predecessors who raised bloody thrones in ancient times.

What awes and affrights us today is this engulfment of the whole world in one and the same disastrous fatality; for it means that empire-building has ceased, and there is no hope that our modern chaos can be subdued by force.

The future of society lies in the union of peoples, not in conquest and a peace imposed by the victor's law. But the disasters which spread affliction so far destroy each form of human unity even before it is tried.

The unity which none can destroy is spiritual and divine — the world religion founded by Baha'u'llah.

Baha'i literature free on request.

**BAHA'I PUBLIC RELATIONS**
**536 Sheridan Road, Wilmette, Ill.**

# Four FM Grants, Two Denials Issued In Bridgeport-Danbury, Conn., Cases

FINAL DECISION in the Bridgeport-Danbury, Conn., Class B FM cases was announced by the FCC last week to:

1. Grant Harry F. Guggenheim, Bridgeport, Channel 268 (101.5 mc), 20 kw effective radiated power, antenna height above average terrain 500 ft., conditions;
2. Grant Harold Thomas (WNAB), Bridgeport, Channel 260, (99.9 mc), 20 kw ERP, antenna 410 ft.;
3. Grant Bridgeport Herald Corp. Channel 248 (97.5 mc), 20 kw ERP, antenna 460 ft.;
4. Grant The Fairchild Broadcasting Co., Danbury, Channel 233 (94.5 mc), conditions;
5. Deny Yankee Network Inc. (WICC), Bridgeport, and
6. Deny The Travelers Broadcast Service Corp. (WTIC WTIC-FM Hartford), Bridgeport.

At the same time the Commission modified the permit of WAAT-FM Newark, N. J., which has just begun interim operation, to substitute Channel 234 (94.7 mc) in lieu of its presently assigned Channel 274 (102.7 mc) in order to reduce the interference problem with the use of Channel 233 in Danbury. The FCC order permits Bremer Broadcasting Corp., WAAT-FM permittee and licensee of WAAT that city, a 15 day period to request a show cause hearing on the matter if it chooses.

The Commission's proposed decision in the case had favored awarding Fairfield Broadcasting a Class A assignment at Danbury instead of the requested Class B facilities. At oral argument Fairfield presented an engineering plan whereby it sought assignment of previously unallocated Class B Chanel 233 and designation of Channel 234 in North Jersey. It was brought out that sole use of Channel 233 would cause certain interference to existing operations but with Channel 234 being used in North Jersey the situation would be made more desirable.

### Grant's Conditions

The grant to Fairfield is subject to the condition that it file within 60 days an application for modification to specify a transmitter site, power and antenna height which will not involve 1 mv/m interference, as provided in the FCC rules, to or from WMAS-FM Springfield, Mass.; WIFM New Rochelle, N. Y., and WAAT-FM Newark. The grant is further subject to the condition that WAAT-FM concede its switch to Channel 234.

The Commission in its final report concluded that if only three Class B channels were available as considered in its proposed decision, they should be assigned to Bridgeport since it is the larger city and has no FM while Danbury does have a Class A outlet, assigned to the Berkshire Broadcasting Corp. (check facilities). But with the additional Class B facility introduced in the Fairfield plan, the Commission concluded that this channel could be awarded to Danbury within the provisions of its rules defining a Class B station and effect an efficient and equitable distribution of facilities.

As to preference of assignment for the three Bridgeport facilities among the five applicants, the Commission in its final report followed the reasoning of its proposed decision. FCC found that it would be undesirable, and contrary to its rules on common control of FM stations in overlap areas, to award one of the channels to Yankee Network, since the proposed station would duplicate its AM operation there (WICC) as well as overlap some 29% and duplicate its proposed Hartford Class B operation, in turn duplicating Yankee's WONS Hartford (AM).

### Duplication Is Cited

It likewise so ruled out The Travelers Broadcast Corp., as the firm's proposed Bridgeport FM outlet would duplicate 70% of the network and local programming of its Hartford FM station. The overlap within the 1 mv/m contour was given as 17%.

Had Yankee, long a pioneer of FM in New England, received the Bridgeport Class B assignment, it would have acquired its maximum permitted complement (six) of FM outlets. The regional network strongly protested the overlap reasoning of the Commission at oral argument on the proposed decision [BROADCASTING, Oct. 13]. FCC in its final report commented on this matter that such "duplication of service by one interest, and such concentration of broadcast facilities, tends to create monopoly interests, and is to be avoided where compelling considerations do not exist to justify the situation."

Ownership of the non-broadcast grantees:

Harry F. Guggenheim—One time Ambassaror to Cuba, who has been officer and director of Kennecott Copper Corp., Chili Copper Co., Utah Copper Co. and Guggenheim Bros. He is president of the Guggenheim Foundations, New York, one founded to promote aeronautics and the other to furnish public band concerts in New York.

The Bridgeport Herald Corp.—Publishes daily Post-Telegram and Sunday Herald. Firm is owned by 44 individuals, principals of which are: Leigh Dannenburg, president and treasurer 29.7%; Elsie N. Dannenberg, director 22.5%, and Henry J. Rosen, secretary 5.7%.

The Fairfield Broadcasting Co.—Principals: James B. Lee, president and owner 1185 shares of total 2,500 shares; Frank H. Lee Jr., vice president and owner 1185 shares; Leonard McMahon, attorney, secretary and owner 20 shares, and Charles A. Kibling, engineer of WOR New York, treasurer and owner 90 shares. The Lee brothers together own 49.75% of the Frank H. Lee Co., hat manufacturer. The remainder of the stock in that firm is held by other members of the family. The Lee brothers also are identified with ownership of the Danbury News-Times, sole daily paper in that city.

**POPULAR MUSIC** recordings will be broadcast seven days a week from 12 noon to 1 p.m. for another year over KCKN Kansas City under sponsorship of Pla-Mor Inc., Kansas City ballroom and recreation center. Shown negotiating the third full-year contract between the station and Pla-Mor are (l to r): Lillard Guthrie, treasurer of Pla-Mor, Billy Baucom, KCKN account executive, and Ben Ludy, general manager of KCKN and WIBW Topeka.

## Zoomar in Rose Bowl

ZOOMAR video lens will have a thorough outing during telecast of this year's Rose Bowl game via KTLA Los Angeles, with assurances from Jerry Fairbanks Productions that one of first models will be available. Firm's demonstration lens will be rushed to Coast since one on order by KTLA will not be completed in time for New Year's Day use.

FOR MORE LISTENERS PER DOLLAR
IN NEW ENGLAND'S 3rd LARGEST CITY
*it's*

WORCESTER WNEB MASSACHUSETTS

*Represented By*

Adam J. Young Jr., Inc. and Kettell-Carter

## Discs Sent Judges In School Contest

### Four Winners to Be Selected From Radio Week Entries

RECORDINGS of essays by finalists in the Voice of Democracy contest have been submitted to contest judges by NAB, Radio Manufacturers Assn. and the Junior Chamber of Commerce. The finalists were selected from some 20,000 contestants in 500 communities where contests were held during National Radio Week.

With factual content and style as well as delivery serving as the basis for selection, winners were picked locally and then on a statewide basis in 38 states and Alaska. Background material had been provided in a series of transcribed talks by NAB President Justin Miller. These talks were broadcast by hundreds of stations.

#### Scholarsrip Prizes

Four co-equal national winners will be announced by the judges at a dinner to be held in Washington in January. The judges will be able to identify contestants only by key numbers, having no other means of knowing names or cities. These winners will be awarded $500 scholarships.

The Voice of Democracy contest is expected to be an annual feature of Radio Week. Members of the board of judges for the 1947 contest were chosen from a list of distinguished Americans. Supporting the contest actively was John W. Studebaker, U. S. Commissioner of Education.

## CBS-OEIU Contract

NEGOTIATIONS for new contract between CBS Hollywood and Office Employes International Union are underway, with CBS considering eight demands made by OEIU to cover for existing contract which expires Dec. 31. Key demands are: 35c per hour increase for all workers; double-time for holidays and Sundays; and 20% premium pay for work after 7 p.m.

## OKLAHOMA SHOWS NEW YORK

### KFMJ Tulsa, Entertaining Big City Timebuyers, Tells Its Sales Story With Music, Favors

OKLAHOMA came to New York Dec. 10-11 complete with music, favors and a potent sales story as officials of KFMJ Tulsa invited New York timebuyers to a luncheon at the Ambassador Hotel.

Guests were entertained during the luncheon with recorded selections from the musical production, "Oklahoma." With the dessert, Lawson Taynor, general manager of the station, presented the station's story in a six-and-a-half-minute show with the background assistance of a recording originally made at KFMJ.

Fred Jones, owner of the station, and Joe Bloom, head of Forjoe & Co., representing KFMJ, welcomed the luncheon guests.

As a final gesture each guest received a bottle of "Oh What a Beautiful Day" whiskey. The label on the bottle read "27.3 proof mornings, 20.0 proof afternoons, presented by KFMJ and KFMJ-FM Tulsa, Oklahoma. . . . Hooper share of audience Oct., 1947."

#### Those Attending

The following were present at the luncheon:

Mac Dunbar and Betty Bruns, of Ted Bates; Tom Lynch, Donahue & Coe; James Resor, Ed Whitley and William Dekker, McCann-Erickson; Linnea Nelson, James Luce, Jayne Shannon and Anne Wright, J. Walter Thompson; William Doty Edouarde, Badger and Browning & Hersey; Helen Hartwig, Ruthrauff & Ryan; Chet Slaybaugh, Morse International; Stan Pulver and Frank Moriarity, Dancer - Fitzgerald - Sample; Betty Powell, Gertrude Scanlon, Eleanor Scanlon, Stan Schloeder, Fred Stoutland, Ted Kelly, Frank Silvernail and Clem Dowds, Batten, Barton, Durstine & Osborn; Blanche Fernandez, Roche, Williams & Cleary; Tom Lynch, Newman McEvoy and Gene Litt, Newell-Emmett; Richard Grahl, William Esty; Bevo Middleton, French & Preston; Carl Mark, William Wolfston, Al Paul Lefton; Harold Kaye, Olian Advertising Co.; Helen Wilbur, Doherty, Clifford & Shenfield; Jean Lawler, Sullivan, Stauffer, Colwell & Bayles; Joe Lincoln, Frank Coulter, Carlos Franco, Lorraine Ruggiero, Carolyn Turner, Arthur Pardoll and Russ Young, Young & Rubicam; Rae Elbroch, Franklin Bruck; Penelope Simons and Ben Potts, Federal; Ray Simms and Frank Palmer, Kenyon & Eckhardt; Mary King and Gordon Mills, Kudner; John Hymes and Ethel Wieder, Blow Co.; George Castleman, Bermingham, Castleman & Pierce; Ruth Jones, Fred Apt and Mary McKenna, Benton & Bowles; Paul Kizenberger, Charles Wilds, Richard Bunbury and Tom McDermott, N. W. Ayer & Son; and Ralph Robertson, Colgate-Palmolive-Peet.

## 5-State FM Dealer Meeting Scheduled

### FMA and Set Makers to Sponsor Session in Chicago Feb. 18

FIRST of a series of dealer-distributor promotion meetings will be held Feb. 18 at the Sheraton Hotel, Chicago, under auspices of FM Assn. and set manufacturers. Representatives from five states are expected to attend.

Plans for the initial meeting were drawn up Wednesday when FM broadcasters in the Chicago area met with officials of a dozen set manufacturing companies and distributors.

The February session is expected to attract some 5,000 salesmen and dealers from FMA Region 3, according to Bill Bailey, FMA executive director. The area includes Illinois, Northern Indiana, Michigan, Wisconsin and Iowa.

In addition, some 300 station delegates are expected from the five states. They will formally organize a regional FMA unit. Marion Claire, director of WGNB Chicago, was named temporary director of Region 3, to serve until the February meeting.

#### Flack Is Speaker

Principal speaker at the roundup will be Gene Flack, president of the National Federation of Sales Executives and advertising director of Sunshine Biscuits, New York. A stage show built around the FM message will be directed and produced by Jack Le Fendre of WGN Chicago. An FM broadcast to show FM fidelity will be picked up from the stage of Medinah Temple, with stock model receiver used for the demonstration.

Among those attending the Wednesday meeting were:

H. S. Darr, Scott Radio Labs.; Samuel Insull Jr., F. D. Masters and K. W. Sickinger, Stewart-Warner Corp.; R. A. Graver, Admiral Corp.; J. A. Frye and Harold E. Saul, Stromberg-Carlson Co., Chicago branch; E. G. May and H. A. Brewer, Sentinel Radio Corp.; George S. Peterson and Stephen W. Pozgay, General Electric Co.; Ben K. Van Korn, Majestic Radio & Television Corp.; C. M. Lewis, RCA Victor Division; Henry Heffner, Westinghouse Electric Supply Co.; W. O. Swinyard, Hazeltine Research; J. M. Muniz, Howard Radio Co.; C. G. Barker, Magnecord Inc.; G. C. Keefer, Farnsworth Television & Radio Corp.; Ted Leitzell and Violet Kmety, Zenith Radio Corp.; Bernard Jacobs, Gale Broadcasting Co.; Ralph J. Wood, Metropolitan Radio of Chicago; H. E. Crow, WBIK Chicago; George M. Ives, WRGK Brookfield, Ill.; E. A. Wheeler, WEAW Evanston, Ill.; Henry Weber, WGN Chicago; John Barclay, Arthur Berg, Paul Mensing, WGNB.

CJBR Rimouski, Que., is now operating fulltime with 5 kw on 900 kc, according to Manager Guy Caron.

## Sports TV Success Cited Outstanding

EMERGENCE of sports shows as the most popular type of video fare, the inauguration of regular daytime programming and the marked improvement in commercial techniques were listed as outstanding television developments of 1947 by George L. Moskovics, commercial manager of CBS television, Thursday evening in a paper read for him by Halsey Barrett, promotion manager of CBS television, before the monthly forum of American Television Society at the Advertising Club of New York. Mr. Moskovics was kept from the meeting by illness.

"The year saw a rapid growth in the recognition of the tremendous sales potentialities of the living sight and moving sound of television," he stated. "Building on the earlier experience in the medium, many advertising agencies began to develop marked proficiency in devising and executing commercials of increasing effectiveness. There was a noticeable trend away from the merely 'cute' commercial to more direct and thoughtful demonstrations and other presentations of the true values of goods and services. Studies among viewers indicated a preference for informative advertising and away from the devious concealed approach."


When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Harwall-Criterion

MY RANCHO RIO GRANDE

*On Transcriptions:* LANG-WORTH—Airlane Trio, Shep Fields; NBC THESAURUS—Sweetwood Serenaders.

*On Records:* Jack Smith—Capitol 473; Shep Fields—Musicraft 522; Dick Jurgens—Columbia 38027.

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

BMI



DOES THE JOB Alone

WOW OMAHA

NBC* 590 5000 WATTS

*AFFILIATE

WRITE, WIRE or PHONE JOHN J. GILLIN

JOHN BLAIR & CO., Representatives

## Video Code

(*Continued from page 17*)

prime necessity," Mr. Poppele stated, proposing that TBA create a research department to handle this task. He added that the matter had been under consideration for several months, but that the board realized that such an undertaking would call for special assessments on the members to finance it.

He also recommended that TBA, as a public service undertaking, "develop a series of slides and general information that can be forwarded to members operating stations in new areas. These slides and talks can be delivered by members to service groups, schools, churches and other civic bodies to indicate what television is and what it means," he stated.

Mr. Poppele urged an increased TBA membership as a 1948 objective, reporting that in the past year TBA members have increased from 44 to 63. Twelve of the 15 video broadcasters now on the air, or 80%, are now TBA members, he said, as well as 14 of the 56 CP holders, or 25%. This is in line with the industry growth from six to 15 operating stations, 45 to 56 CP's and 25 to 43 pending applications. Receiver production, meanwhile, has leaped from a 1946 output of 6,476 to an estimated 175,000 for the year 1947.


*That very highly Hooper-rated*

*Sales-Results Premeditated*

*ABC Affiliated*

*Station in Des Moines*

"THE STATION WITH THE PERSONALITIES"

**KRNT**

DES MOINES

*A Cowles Station*

*Member Mid States Group*

*Represented by*

The KATZ AGENCY


# Two-Way N. Y.-Chicago TV Service by 1949—Strieby

*(Map of AT&T's proposed service on page 101)*

TWO-WAY VIDEO program service between New York and Chicago, with connections at Philadelphia, Pittsburgh, Cleveland and St. Louis, will be available shortly after the completion of the Philadelphia-Chicago coaxial cable line next year. M. E. Strieby, staff executive of AT&T's Long Lines Dept., made this promise to the TBA Clinic last Wednesday.

Declaring that networks will be "very important, perhaps more important to television than they are to sound broadcasting," Mr. Strieby reported that in carrying out its plans "to provide the same sort of reliable network service for the television broadcasting industry as we do now for sound broadcasting" the Bell System already has about 7,000 miles of coaxial cable and radio relay routes installed or under construction. Construction planned for the next few years will about double present mileage, he said.

"However," he warned, "no one should assume that the completion of any of these routes for telephone service signalizes immediate television service. Very considerable additional equipment and special engineering," he said, "are required to make these installations suitable for television. On some of these routes we are confident that these facilities will fill an important television need. Consequently, on certain routes we are going ahead with the necessary construction to provide two-way television transmission.

### Charlotte Extension

"For example," he continued, "our New York-Washington route will be extended next year to Charlotte, N. C., with connecting equipment at Richmond, and additional facilities will be provided between New York and Washington. Coaxial cable on the main route from Philadelphia westward to Chicago will be completed next year, and shortly thereafter two-way television facilities will be available. This will include connections to Pittsburgh, Cleveland, and St. Louis. In 1949 additional television equipment can be made available for application on other routes as the requirements develop —for example, to Detroit, Dayton, Cincinnati and Indianapolis.

"Radio relay construction on the New York-Chicago route also will be started next year and this is planned for completion in 1949. This route will also provide for branching facilities to such major cities as Pittsburgh and Cleveland."

The Bell System has in the past year supplied more than 50 local video facilities, such as studio-transmitter links and local pick-up links, in every U. S. city with a television station, Mr. Strieby reported. He added that these local facilities are both wire and microwave radio links, depending on the circumstances.

"In some of the larger cities we are now installing, or planning, fairly extensive facilities for television. In New York, for this purpose there are now over 60 miles of special shielded wire, five sets of microwave radio equipment, and considerable equipment for use on ordinary telephone cable.

The talk concluded with a demonstration of AT&T's new radio relay circuit between New York and Boston [BROADCASTING, Nov. 17] in which a film was televised and sent over the two-way circuit to Boston and back and then over the second two-way circuit, a total of about 900 miles or the distance from New York to Chicago, and finally sent via microwave link from the telephone terminal in downtown New York to the Waldorf for reception on a number of sets in the meeting room.

LAWRENCE LOWMAN (l), vice president in charge of television for CBS, chats with John F. Royal, NBC vice-president, during the TBA clinic.

# *Video's Role in Advertising Stressed by Raibourn at TBA*

"DREAMS, guts and money" are the three major requirements for a television broadcaster today, Paul Raibourn, vice president of Paramount Pictures, told the TBA Television Clinic on Wednesday.

Declaring that the emotional impressions it is able to deliver to its audiences will make or break television, Mr. Raibourn said that video will succeed "to just that extent to which it does a better entertainment job than the other purveyors of entertainment have done in the past."

He cited the $1,800,000,000 annual gate receipts of theatres, movies and sports, the yearly incomes of $1,500,000,000 for newspapers, and radio's annual receipts from the sale of time, talent and sets of $1,100,000,000, or a total of 5½ to 6 billion, as the country's present total entertainment bill. And if television's educational aspects are considered, another $5 billion can be added to that total, he stated.

Mr. Raibourn recalled early fears that aural radio would take over the newspapers and magazines and stated that present fears about television are equally groundless. "No single advertising medium is indispensable to the successful sale of a product," he declared, citing the case of the movie, *Dear Ruth*, which had no stars and so was not reviewed by a single magazine.

The picture seemed destined to be the 150th or 200th best movie of 1947, he said, when the producer noticed that the houses were better the final days of the run, after people had heard about the show, than the opening days. An intensive radio spot campaign preceding the picture's arrival in a city was employed with the result that *Dear Ruth* was the 11th or 12th most successful picture of the year, well ahead of "that other picture which honored the radio business so much *(The Hucksters)*."


PROGRAMS RATE HIGHER ON WBNS

"BIG SISTER" Hooperating (Winter-Spring '47)

13.

ASK JOHN BLAIR

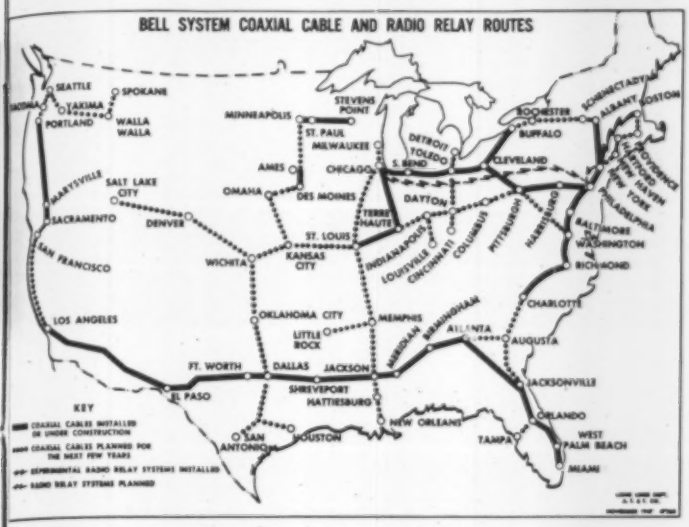
COVERS CENTRAL OHIO

In Columbus It's

WBNS

BMB

163,550 WBNS FAMILIES IN CENTRAL OHIO




*See story on page 100*

## STATE RADIO COUNCIL IN NEBRASKA PLANNED

STEPS toward formation of a Nebraska Radio Council were taken at a meeting of 50 station executives and civic leaders in Omaha last Monday. First meeting of the new council is planned in conjunction with the spring session of the Nebraska Broadcasters' Assn. in North Platte.

Council's purposes were set forth as: (1) To bring civic and educational leaders together with Nebraska broadcasters, "thus providing a means of advancing important projects by radio" in the state, and (2) to provide a channel through which broadcasters may reach the public effectively and efficiently, as well as a means of reflecting public opinion to the industry."

Three subcommittees were appointed to organize statewide projects including adult and youth radio education, establishment of a radio department in the State Dept. of Public Instruction, and encouragement of statewide support of the United Nations.

Dorothy Lewis, NAB cordinator of listener activities and a prime mover in the plan for organization of the council, spoke on "Radio Is People." The meeting, over which Harry Peck of KFOR Lincoln presided, was called by Mrs. W. F. Ottmann, regional director of NAB listener activity; E. M. Hosman, president of Omaha Radio Council, and John J. Gillin Jr. of WOW Omaha, 10th District NAB director. Radio men active in the organization setup included John Alexander, KODY North Platte; Harry Burke, KFAB Omaha; Lyle DeMoss, WOW.

### Upcoming

**Dec. 29-30:** AMA mid-winter meeting. DePaul U. and Sheraton Hotel, Chicago.

**Jan. 12-16:** NRDGA Annual Convention. Hotel Pennsylvania, N. Y.

**Jan. 19-20:** Georgia Assn. of Broadcasters, winter meeting. Hotel Sheraton Bon Air, Augusta.

**Jan. 19:** Skywave and Clear Channel Hearing, Washington, D. C.

## Sellers of Sales

*(Continued from page 10)*

to remain in Philadelphia. He moved over to the Eshleman agency, where as media director his duties include time buying. Among his most recent purchases were the local GOP campaign programs. He also is proud of having broken the ice in television, having bought the Sears-Roebuck *Telequiz Program* over WPTZ Philadelphia.

Mr. Palmer always has found time for activities outside business. He has been president of the council in Norristown (Pop., 40,000), biggest borough in Pennsylvania and county seat of rich Montgomery County. In running for the borough council he told politicians he wouldn't: (1) electioneer and (2) take orders. "I can't go for a ticket that takes you to hell," he said. The politicians backed him, although they knew he often split his ticket. He is a vice president of the Norristown YMCA, a Presbyterian elder, is married and has two grown daughters.

## Feature of the Week

*(Continued from page 10)*

received over 2,000 letters from children in 13 counties and Selma in 10 days.

The arrival officially opened the Christmas shopping season in Selma, and the Merchants' Association declares that the Santa Claus appearance has created more good will for WGWC and for the local retail outlets than any other promotion campaign.

Bill Rowland was m.c. on the WGWC parade broadcast, and Eugene P. Weil, general manager of the outlet, sounds just like Santa when he reads the letters that are pouring into WGWC's North Pole mail box.

## WTTH, KWHK Deals Placed Before FCC

CONSENT to transfer of control of WTTH and WTTH-FM Port Huron, Mich., occasioned by sale of parent daily *Times-Herald* for $249,920, and approval to assignment of license of KWHK Hutchinson, Kan., for $120,000, are sought in applications filed last week at FCC.

In the Port Huron transaction, the 20.5% holdings of President William W. Ottaway and certain members of his family is purchased by Vice President and Treasurer Louis A. Weil Sr. Mr. Weil and members of his family thereby acquire control. WTTH is assigned 1 kw daytime on 1360 kc.

James E. Murray, sole owner of KWHK (1 kw daytime, 1190 kc), sells to KWHK Broadcasting Co., a new firm composed of C. L. Burt, local contractor, director and 25% owner; R. L. Evans, farmer, president and 25% owner; Vern Minor, station manager, secretary-treasurer 12½%; Kenneth W. McCrum, KWHK engineer, director 12½%; and Frank Fee, vice president, and John K. Richard, director 12½% each.

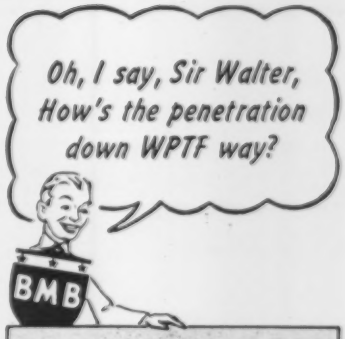
Mr. Murray plans to move to another climate because of the poor health of certain members of his family, the application indicated.

The Port Huron *Times-Herald* has 15,000 shares outstanding of which Mr. Weil presently holds 22.33%. The Louis A. Weil Trust holds a like amount and other members of his family have minor holdings. After the transfer a remaining minor interest will be retained by the Ottaway group.

FOUR Yankee-MBS stations in New England received awards from Brig. Gen. Thomas M. Love, commander at Westover Field, Mass., for "patriotic service in position of trust and responsibility" in carrying "Flights Into the Past" programs. Stations honored are: WEIM Fitchburg, WHAI Greenfield, WAAB Worcester, WHYN Holyoke. Similar award has been presented to KPDR Alexandria, La., which also carried "Flight Into the Past."


CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS—NOW!






Here are your figures, Mr. BMB. More proof that WPTF is the No. ① Salesman in North Carolina, the South's No. ① State.

**WPTF's** BMB AUDIENCE

457,840 FAMILIES

| % BMB Penetration | Day-time Audience Families |
|---|---|
| 90-100% | 180,280 |
| 80-100% | 288,830 |
| 70-100% | 303,080 |
| 60-100% | 319,030 |
| 50-100% | 368,510 |
| 40-100% | 398,030 |
| 30-100% | 411,850 |
| 20-100% | 442,390 |
| 10-100% | 457,840 |

★ **WPTF's** Audience Reprint containing Complete BMB audience information by Counties and measured Cities available upon request.

WPTF
680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina

FREE & PETERS National Representatives

## Open Mike

(Continued from page 47)

dollars. We predict outstanding success and additional stations in 1948. Mr. Raymer is right.

*John J. Larmer, President*
*Piedmont Advertising Agency*
*Salisbury, N. C.*

**Editor's Note: Mr. Larmer refers to the Paul H. Raymer Co. Inc. open letter advertisement in the Nov. 24 issue of BROADCASTING.**

* * *

### Radio Newsman Says Ad Copy Should Omit 'Gab'

EDITOR, BROADCASTING:

Why do commercial copy writers constantly resort to some ridiculous device, supposedly clever, to entice the public into lending an ear to the advertising gab? It would seem that this childish subterfuge only tends to lessen the true value of the commercial message. Most radio listeners will readily agree that such methods are very often amusing, but if asked if this directly prompted the purchase of the product advertised the answer would probably prove disappointing.

The listening public is well aware, after more than 27 years of commercial broadcasting, that the commercials are forthcoming during the course of the program. Why not put the facts out to the listener directly and honestly? Why waste 250 words a minute on such wasteful embellishments as are now employed? Tell the listener exactly what advantages the product has to offer, what its various merits are as compared to other products of similar manufacture, use the commercial time allotted for selling purposes only, and let the announcer be a salesman instead of an aspiring thespian or would be comedian. There is always the exception, but the "clever device" has been overworked.

*John Z. Miller*
*News & Special Events*
*KGCU Mandan, N. D.*

* * *

### International Radio Forum Proposed

EDITOR, BROADCASTING:

Whether or not the Marshall Plan can save the world, one thing seems certain: Neither the Marshall Plan nor any other approach to world salvation can succeed unless it has the whole-hearted support of most of the people of the world.

To gain that support, any plan must be understood by the people . . .

That means it must be explained to them, discussed with them, in terms they can understand and in a manner which will be above suspicion . . .

The nearest approach to such a world forum is through the medium of radio.

I propose, therefore, a 24-hour period in which every radio facility in the world will be devoted to the Marshall Plan. Such a project will, by its very boldness and simplicity, stir the imagination of millions everywhere and focus their attention and thinking on this problem.

Time on this all-world radio network should be allocated to the United States, to the sixteen nations of Western Europe represented on the Committee on European Economic Cooperation, and to the Soviet Union, should the Russians care to participate . . .

I believe a 24-hour world wide radio forum on the Marshall Plan would focus attention on this supremely important matter such as no other possible instrumentality could. And I sincerely believe that without the understanding and support of all people, everywhere, the Marshall Plan or any other plan for world cooperation is doomed to failure.

The details of operation, the mechanics of such an action, are not difficult to work out. The rewards could be immeasurable.

*Murray Martin*
*2 West 46th St.,*
*New York*

PROMOTION BOOKLET of eight-page advertisement originally run in BROADCASTING has been sent out by WOR New York. Booklet and ad concerned WOR news department.

## Transcribing May Be Banned From 'Un-American' Sessions

A BAN on the use of wire recorders and transcriptions at future hearings of the House Un-American Activities appeared a possibility for Washington radio correspondents.

Numerous reports were received by the committee, according to a staff member, citing what he called "unfair treatment" by radio in covering the recent Hollywood investigation. Most of the complaint centered around the editing of recordings by networks and stations and subsequent airing of excerpts which gave a "one-sided view." Some broadcasters, the spokesman charged, selected only the "worst vilifications" which the witnesses had to offer and thus gave a distorted picture.

Under the proposed new ruling, correspondents would be able to broadcast all or portions of the proceedings direct from the hearing room but would not be permitted to make recordings for subsequent airing.

The same spokesman said that Committee Chairman J. Parnell Thomas (R-N.J.) is chagrined with the attitude and activities of radio, and particularly the networks, during and following the recent Hollywood hearings.

Mr. Thomas is reported to have asked the FCC to investigate the whole matter and report how much time was given or sold by the networks, and to whom, for support of or opposition to the hearings.

Number one on Mr. Thomas list is reported to be MBS, which was criticized by the committee source.

The committee version of the incident was that Mutual offered them 15 minutes of choice time which was readily accepted. Mutual then offered Paul McNutt the following 15 minutes without informing Mr. Thomas, the spokesman said.

Mutual, on the other hand, denied the charge. A. A. Schechter, vice president in charge of news and special events, said the committee initiated the request for time and Mutual was glad to furnish it and even offered the committee additional time on such shows as *Meet the Press*.

In this particular case, Mr. Schechter said, the only 15-minute period available meant breaking up a half-hour musical show and left the remaining 15 minutes dangling. So in order to be fair, the network offered the other 15 minutes to Mr. McNutt to round out the picture. He maintained that the network engaged in no conspiracy and showed no preference.

Another angle which the committee is interested in concerns the Hollywood Committee on the First Amendment and the time it received on ABC. The congressional group wants to know whether it was sold or given by the network, but so far has received no answer.

Mr. Thomas told BROADCASTING that his principal reasons for requesting information on the time furnished by the networks were (1) He may want to get time himself and (2) he wants to know who used radio time to criticize the committee.

### Spot Advertising Film To Be Released by NBC

SPOT SALES Division of NBC reports it is producing and soon will release a full color slide film presentation of spot broadcasting, designed for use of advertising agency executives. Film traces development of spot radio from its beginning in early 1930's to its estimated present-day level of $130,000,000 in annual billings.

James V. McConnell, director, NBC Spot Sales Division, said the film presentation would involve "information and technique that should be of interest not only to those unfamiliar with the medium, but to seasoned timebuyers and account executives as well."

Announcement of the NBC presentation was regarded as significant in view of recently expanded activity of CBS Radio Sales and the recent formation of the National Assn. of Radio Station Representatives.

## FINAL GRANT ISSUED TO WTNB BIRMINGHAM

FCC Thursday announced adoption of a previously proposed grant to WTNB Birmingham, Ala., to change from its present 1490 kc, 250 w operation to 850 kc, 1 kw night directionalized and 5 kw day. Action also involved adoption of denial for the new station application of Johnston Broadcasting Co. seeking identical facilities [BROADCASTING, Sept. 8], and denial of a motion by the latter company to dismiss and/or strike the application of Thomas N. Beach, licensee of WTNB.

Johnston Broadcasting Co. is licensee of WJLD Bessemer, Ala.

Among conclusions offered in the FCC's final report were that Mr. Beach would offer better programming and staffing in his operation. Commrs. Hyde and Jones voted for a grant to Johnston Broadcasting and a denial to Thomas N. Beach.

## Engineers Award Slepian Edison Citation for '47

DR. JOSEPH SLEPIAN, associate director, Westinghouse Research Labs, has been awarded the Edison Medal for 1947, it was announced last week by the American Institute of Electrical Engineers, sponsors of the awards. Presentation is to be made Jan. 28 during the Institute's winter convention in Pittsburgh.

Dr. Slepian was selected as the 37th winner of the coveted medal "for his practical and theoretical contributions to power systems through circuit analysis, arc control, and current interruption," according to the citation. This year's recipient developed the ignitron, an electronic tube used in the production of aluminum and magnesium, and pioneered in the design of circuit breakers and lightning arrestors.

EXTRA year-end dividend of ten cents per share and the regular quarterly dividend of twenty-five cents has been announced by directors of WJR Detroit. Dividends are payable Dec. 15, to shareholders of record on Dec. 2.

### Prompts Adoption

MORE than 2,000 destitute European "war children" have been "adopted" by Americans as a result of a single half-hour CBS program, *A Parent Is Born*, broadcast Dec. 4, the network claimed last week. Additional offers of adoption are being received at the rate of 200 a day, CBS said, giving as its source Mrs. Edna Blue, international chairman of the Foster Parents Plan for War Children. Under the plan each "foster parent" pays $15 a month for the support of a child in Europe, for as long a period as necessary. The CBS show detailing and dramatizing the plan was produced by Lee Bland, director of special events.

## New Book Gives Tips on How to Plan And Produce Retailer-Sponsored Show

**RADIO BROADCASTING FOR RETAILERS** by Enid Day. Fairchild Publishing Co., N. Y., 194 pp. $3.50.

ANY RETAILER who is a sponsor or prospective sponsor of time on the air will find a formula for success in *Radio Broadcasting for Retailers*, a book just published by Fairchild. Its author is Enid Day, radio director of Davison-Paxon Co., Atlanta, who has drawn on her experience of 17 years in broadcasting for retail stores.

Her book is divided into two sections: What Should the Sponsor Know? and What the Prospective Careerist Should Know.

In Part I, Miss Day discusses the considerations which prompt a retailer to sponsor a radio program. She then goes into the planning, writing and delivering of the personality-type program as seen from the prospective sponsor's view. She analyzes good retail programming — the advantages of radio as an advertising medium, cost and choice of time, the type and cost of talent, different forms a personality-type program might take, choosing a broadcaster, requirements for a successful program and ways to judge the success of a program for retailers.

Part II is aimed toward individuals seeking careers in radio programs sponsored by retailers. Miss Day offers advice on the aptitudes necessary for conducting a radio program, how to sell yourself to a would-be sponsor, and how to keep a program going once it is on the air.

*Radio Broadcasting for Retailers* contains an appendix with 12 radio scripts that have been used by the author in her daily program over WSB Atlanta for Davison-Paxon.

Miss Day entered radio in 1930 when she originated a personality-type program for Burdine's of Miami. On the request of retailers from other cities, Miss Day conducted a summer broadcasting series for other stores, returning to Burdine's for the winter season.

She has been on the air for Thalhimer's, Richmond, Va.; The May Co., Baltimore; Morehouse-Martens, Columbus, Ohio; and since 1936, for Davison-Paxon.

# *Second Applicant, Including Employes, Seeks to Buy KFBI*

COMPETING application for purchase of KFBI Wichita, Kan., for $350,000 under the FCC's AVCO procedure has been filed with the Commission. The new applicant is an association composed of Evart Mills, attorney; John R. Griffith, drug chain operator, and a group of KFBI employes.

The new applicant contends that to award the transfer to KFBI Inc. [BROADCASTING, Sept. 29], which is identified in ownership with KSAL Salina, Kan., and with Salina's only daily newspaper—as well as another paper in the area—would constitute a monopoly of communication interests in central Kansas and violate the Communications Act. KFBI Inc. is headed by the Harris brothers, newspaper publishers, and R. J. Laubengayer, KSAL president. The Harris interests also control Hutchison's daily *News-Herald*, of which John P. Harris is editor, and KINV (FM) that city. Mr. Harris is also part-owner of KSAL.

Horace L. Lohnes, Washington radio attorney; Clem Randau, former vice president of Marshall Field radio and newspaper interests, and previously vice president of UP; and Howard Lane, director of radio of the Marshall Field operations, also are KFBI Inc. stockholders.

KFBI is licensed to The Farmers and Bankers Broadcasting Corp., in turn owned by The Farmers and Bankers Insurance Co. The latter wishes to divest itself of the station in order to devote full time to its primary business as a lending institution.

### $125,000 Cash Payment

The competing applicant anticipates payment of $125,000 cash and obtaining a loan of $250,000 from the station's owner. This would leave $25,000 working capital. The loan would be amortized over a period of five to eight years at about 3½%, the application states.

Messrs. Mills and Griffith respectively hold 198 shares and 105 shares in McPherson Broadcasting Co., conditional Class B FM grantee at McPherson, Kan. The pair would dispose of their holdings at $100 per share to K. R. Krehbiel, owner of 197 shares, should the transfer of KFBI to them be approved.

Mr. Mills has put up $75,000 cash and Mr. Griffith $40,000 cash for respective 60 and 40% interests in the new KFBI transfer application. The KFBI employe group, not identified in the application, jointly advanced $37,500 for a 30% interest presently held in trust between the two principals.

SELL EASTERN NORTH CAROLINA

WRRF . WRRZ

5000 WATTS, 930 KC WASHINGTON, N. C.
1000 WATTS, 880 KC CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $245,459,006. The 135,510 radio sets in this 31-county area with 922,353 population stay tuned to WRRF and WRRZ. These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

IT'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3rd MARKET

ASK HEADLEY REED

WFMJ
YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

**SIMULTANEOUS LAUNCHING** of three western Massachusetts FM stations—WMAS-FM Springfield, WHYN-FM Holyoke and WACE-FM Chicopee [BROADCASTING, Dec. 1]—brought together this group of executives. Front row, l to r: Quincy Brackett, president of WSPR Springfield; John Lynch, Western Electric representative; Patrick J. Montague, WHYN commercial manager; George Steffey, Yankee Network vice president; Robert Donahue, WMAS general manager, and James S. Powers, Yankee's educational director. Back row, l to r: Charles N. DeRose, WHYN general manager; Gerald Harrison, president of WMAS; Carl S. Wheeler, WMAS; John Thornton, INS representative; James Spates, WBEC Pittsfield general manager; Harold Randol, WBZA-FM Springfield general manager; Milton Stoughton, vice president of WSPR, and Thomas Eaton, WACE engineer.

# Dist. 9 Women Broadcasters Hold 2-Day Chicago Session

A GROUP of speakers representing stations, advertising agencies, radio advertisers and various other allied organizations addressed women broadcasters from Illinois and Wisconsin in the District 9 Regional Conference of the AWB-NAB at the Sherman Hotel in Chicago Dec. 12-14.

Nancy Grey, women's program director of WTMJ Milwaukee and chairman of the 9th District, and Elizabeth Marshall, Chicago Radio Council program director and Illinois state chairman, presided over the three-day sessions and served as part of a program-planning committee which also included Dorothy Lewis, national vice president of the AWB. Miss Lewis was scheduled to speak on "Problems of Women Broadcasters Today" in a morning session Sunday. Purpose of meetings, held under auspices of the NAB, was to consider problems of programming, sponsorship, and production in relation to programs of women broadcasters on individual levels.

### Wants New Ideas

At a luncheon session Saturday George Jennings, director of the Chicago Radio Council and WBEZ (FM), Board of Education station, speaking on "Responsibilities of Women Broadcasters," criticized major broadcasters for "not attempting to clean up their present programs and to present something different."

Opining that "no major change in network programming" has occurred despite certain innovations on the air, he asserted: "We have seen one network disown the so-called soap operas—we have seen another program its mystery shows at a late hour—but we have also seen one network employ expensive scientific research workers to explain away some of the criticism of soap operas . . . we have, in fact, seen the major broadcasters of America—and this includes the agency, the network and the local outlet—not attempting to clean up their present programs and to present something different, but to justify what they are presently programming."

He added: "It is a surprising thing about radio surveys and research projects—nine times out of ten, the conclusions drawn by the expensive hired experts are those which the network or station executives already hold."

### Use Imagination

Characterizing them as the "spark plugs" of the radio industry, he called upon women broadcasters "to stop thinking of American women listeners as someone always mixing up a cake" and to use the "same imagination and ingenuity . . . in stirring up the thinking of your listeners on the community, national and international levels."

Speaking in an afternoon session, Gladys Blair, WBBM Chicago home advisor and also associated with publicity and public relations department of J. Walter Thompson Co., Chicago, told members that "it's the agency's job to be helpful to you in behalf of its clients." She pointed out that "advertising agencies and their publicity and public relations departments are almost invariably staffed with people who have worked on newspapers, with radio stations, on magazines . . . Most of us are seasoned with a few years, and we've learned in earlier years how to meet the problems you face today in serving your listeners."

### Allied Groups

Allied organizations and industries represented on panels during the week-end conference included: General Mills, Illinois State Nurses Assn., UNESCO, National Food Conservation Committee, National Livestock and Meat Board, Kraft Foods, Wheat Flour Institute, Sears, Roebuck Co., Chicago Fashion Group, International Religious Council, Illinois Congress of PTA, and Northwestern U. In addition, such agencies and stations as Dancer-Fitzgerald-Sample, Ruthrauff & Ryan, H. W. Kastor Co., WTMJ Milwaukee, WLS and WENR Chicago, and WBKB, Chicago Balaban and Katz video station, were represented by speakers.

Highlighting the program were discussions on such topics as "Women in Radio," "Radio at Work," "Keeping Women's Program's Sold," "Responsibility of Women Broadcasters to Public Service Projects," "And What of Soap Opera," "University-Station Training," "Religious Programs," and "Children's Programs." One panel featured reports on the meat, cheese, wheat, fashion and furniture industries.

On Saturday evening the four major networks served as hosts at a cocktail party held in the Sherman Hotel for the AWB.

In recognition of the first regional meeting, Gov. Dwight H. Green of Illinois proclaimed Saturday as Women's Broadcasters Day throughout the state.


*Hon. Harlow Roberts*
*Goodkind, Joice & Morgan*
*919 N. Michigan Ave.*
*Chicago 1, Ill.*

*Dear Harlow:*

*Run across Harry Brawley workin' late in his office t'other night . . . he's our Director of Public Affairs. "Harry," I sez, "whatcha doin'?" . . . "Answern mail," sez Harry. "These here letters from th' School o' th' air shore keep a man just plumb busy . . . 75 today, 35 yesterday, dawgone if'n we don't get more'n a 40 letter average. An' these is jest a tellin' me how much they like the program—big contest doesn't start till next spring. . . . Well, I left Harry 'cause I know what 5000 watts at 580'll do—apecially when you got Columbia programe.*

*Yrs.*
*algy*

**WCHS**
**Charleston, W. Va.**


## Rogers Lacy, Part Owner Of KBTV, Dies in Texas

ROGERS E. LACY, 63, Texas millionaire oilman and part owner of a Dallas television granteee company (KBTV), died at his home at Longview, Tex., last Tuesday night. He had been ill since he suffered a heart attack in late September.

Mr. Lacy was associated with Tom Potter, grantee for an AM station at Seminole, Okla., in the Lacy-Potter Television Broadcasting Co. which received an FCC grant for a Dallas video station on Channel 8 last September [BROADCASTING, Sept. 15]. He had announced plans for a $10,000,000 Dallas hotel offering television reception in every room.

## TV Study for WJAR

WJAR PROVIDENCE, which has been granted a television CP, has retained Richard W. Hubbell & Assoc. to make a complete video analysis, including studies of and recommendations for engineering, programming and sales procedures for the new station.


CANADA'S FOURTH MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

# News' Answers Briefs in N. Y. Case

## Participation of Denny In Decision Again Blasted

CITING court decisions and one FCC opinion for support, the *New York Daily News* last week reiterated its claim that Charles R. Denny's participation in the final FCC decision in the New York FM case was improper because he had already accepted a job with NBC [BROADCASTING, Dec. 1].

The charges were renewed in a reply to briefs, filed by ABC and the Radio Corp. of the Board of Missions & Church Extension of the Methodist Church, opposing the *News*' petition for re-hearing of the FM case. ABC defended Mr. Denny's participation and also denied the *News* claims that FCC's preference for non-newspaper applicants is unconstitutional [BROADCASTING, Dec. 8]. The Methodists' brief defended FCC's choice of the Methodist applicant and did not refer to the question of Mr. Denny's participation.

The *News* petition, filed Thursday by Louis G. Caldwell and Percy H. Russell Jr. of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, cited court decisions in support of the newspaper's argument that participation by Mr. Denny invalidated not only his own vote but the entire decision, adopted Oct. 21.

In the case of Berkshire Employes Assn., etc., vs. National Labor Relations Board, the brief quoted the court as saying:

**The Board [NLRB] argues that at worst the evidence only shows that one member of the body making the adjudication was not in a position to judge impartially. We deem this answer insufficient. Litigants are entitled to an impartial tribunal whether it consists of one man or 20 and there is no way which we know of whereby the influence of one upon the others can be quantitatively measured.**

An opinion by FCC was among other decisions cited by the *News*. The Commission was quoted as saying in 1937, in discussing its reasons for disqualifying one of its own members from participation in the matter of Segal and Smith, that:

**. . . in a judicial or quasi-judicial proceeding before any officer or body having jurisdiction, participation by a biased, prejudiced, or malicious judge or quasi-judicial officer is repugnant to our system of laws.**

**. . . If a partial, biased, and prejudiced Commissioner participates in a judicial or quasi-judicial proceeding the ends of justice and the due-process requirements of the Constitution alike would be defeated. As the Commission is a tribunal of last as well as first resort as to findings of fact, it must, to serve the ends of justice, be free from passion, prejudice, or personal hostility.**

Citing Sec. 4(b) of the Communications Act, which restricts the scope of outside activities permitted to an FCC member, the *News* continued:

**ABC makes the astounding assertion that a member of the Commission who is offered and accepts a $35,000-a-year post as vice president and general counsel with a company subject to the Commission's regulatory powers is not subject to the prohibition until he actually starts work and begins to receive his salary. In the meantime, according to ABC, he may vote on any matter affecting the company of which he is to be one of the chief executives. Any such interpretation makes Sec. 4(b) a mockery, easily susceptible of being circumvented. It completely thwarts the intent of Congress.**

The *News* attached a series of excerpts from BROADCASTING relating to Mr. Denny's appointment to the NBC post, with one excerpt from the Aug. 11 issue asserting that the then-chairman of FCC "is expected to resign sometime following the conclusion of the International Telecommunications Conferences at Atlantic City" and adding that Mr. Denny had recently conferred with top NBC executives. Mr. Denny's resignation from FCC was announced Oct. 9, effective Oct. 31. His acceptance of the NBC post, effective in mid-November, was made public Oct. 13.

### Refers to Claims

The *News*, referring to its claims that Acting Chairman Paul A. Walker and Comr. Clifford J. Durr relied on staff summaries or reports on the proceeding, asked "that the Commission explain in detail, and make part of the record in this case, an account of the manner and extent to which its members considered the evidence in this case so that the matter may be appropriately presented for ruling by reviewing courts."

Such reports, the brief asserted, should be made available so that *News* counsel might be heard with respect to them. Actually, the newspaper contended, such "reporting" was, "at least in a large measure and perhaps wholly (except for drafts of the proposed and final decisions themselves), not in writing but oral."

With respect to FCC's policy of preferring non-newspaper applicants over newspaper applicants, the *News* asserted that "ABC's contention is more hostile to newspaper ownership even than the principle relied on by the Commission majority." ABC argued that FCC's decisions "clearly establish that newspaper ownership is usually the factor of determinative importance even where all other factors are not equal," whereas FCC expressed general preference for non-newspaper applicants where all other factors are equal.

The *News* referred to its earlier claims that such a policy violates the Constitution and the Communications Act, and, of "more recent" FCC decisions, said, "we find that among the matters deemed by the Commission to be sufficient grounds for preferring a newspaper applicant over a non-newspaper applicant are (1) more complete staff, (2) greater financial resources enabling applicant to construct and operate a better station, and (3) better programming. The brief also offered a list of FCC decisions involving newspaper applicants from Dec. 13, 1935 to Dec. 9, 1947.

### On ABC Proposal

To ABC's proposal that the *News* be required to elect whether it will pursue its present application or file for one of the "reserved" channels in the New York area, the paper replied that it had no intention of surrendering "any right it may have with respect to its pending application," and that FCC must hold open the four New York reserved channels "until this proceeding (and any appeal from the final decision herein) is finally decided."

"Any action of the Commission attempting to compel Petitioner to withdraw or modify its pending application or attempting to penalize Petitioner, or to place it under any handicap or disadvantage, because it insists on its rights with respect to said application both under the Communications Act and the U. S. Constitution, is in itself in violation of the provisions of the Communications Act and of the due-process clause in the Fifth Amendment to the Constitution," the *News* declared.

The brief of the Methodist group, winner of the channel which FCC originally proposed to award to the *News*, argued that its own qualifications are better than those of the newspaper:

**Certainly, a religious, charitable and public service organization such as The Methodists, with no desire for profit, and with all of its directing board on the job in New York at all times, is better qualified to serve the public than a commercial corporation organized for profit, whose main business is the publication of a newspaper and whose entire voting common stock is owned by an out-of-state corporation residing in Illinois.**

Filed by Ben S. Fisher of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, the petition claimed that "erroneous statements of fact" in the proposed decision accounted for the Methodist group's failure to win a proposed grant, and that when the statements of fact were corrected in the final decision the group did receive a grant.

The brief argued that charges that the Methodists would operate a specific type of station were "without foundation and wholly disproven by the record." Nor did the *News* "in anywise" deny that the Methodist firm is legally, technically and financially qualified, the brief added.

## FMA Changes Date

DATE of the FM Assn. convention, originally scheduled Oct.11-12 at the Hotel Sheraton, Chicago, has been changed to Sept 27-28. Announcement of the shift in dates was made Thursday by Bill Bailey, FMA executive director, who discussed convention arrangements last week with the hotel management. First FMA convention was held last Sept. 11-12 in New York.

Reaching the TOP MANAGEMENT OF MARKETING
Fourth Avenue, New York 16, N. Y.
Chicago, Ill. • Santa Barbara, Calif.



KFMB sells SAN DIEGO

From AM to PM with AM and FM, KFMB keeps pace with growing San Diego . . California's 3rd city . . America's first in per capita retail sales. It's the "listening hub" of this great market—right in the center of 460,000 people —all within 15 miles of our antenna, that is!

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

## Joint Music

(*Continued from page 15*)

not be revealed until the next meeting, if at all. The press, as usual occupying their bleacher seats on the other side of the room, could hear faint snatches of conversation which would seem to indicate that Mr. Petrillo and the network executives were the best of friends.

When Mr. Petrillo, flanked by Phil Fisher, of the Los Angeles local, Richard McCann and Charles Iucci, of the New York local, left the room he was all smiles. Since he declined to comment on just what took place during the 6 hour, 18 minutes and 25 second conference, this could mean a number of things. Most likely inference was that he was glad to get out of the room.

Frank Mullen, executive vice president of NBC, said afterward that the networks were of a like mind in agreeing "not to negotiate in the trade papers."

Mark Woods, ABC president, Robert D. Swezey, vice president of MBS, Frank White, vice president of CBS, and Frank Schreiber, general manager of WGN Chicago, said that while "nothing conclusive or definite" had been agreed upon, the meeting was "highly worthwhile."

Mr. Petrillo, they revealed, expressed considerable interest in learning the relationship between the networks, FM, television and such internal ramifications of network programming as repeats, playbacks and co-ops. It appeared, according to the network executives, that Mr. Petrillo was an eager student in learning the intricate details of network operation.

Mr. Mullen said that he and his cohorts wished to make one thing clear in their meetings with Mr. Petrillo. They are not, he said, negotiating for the industry. They are negotiating for contracts between their respective O&O stations in New York, Chicago and Los Angeles. They would like a contract that would include provisions for FM and television. They also indicated that they expect any eventual contract to meet fully with requirements of the Taft-Hartley act.

Everett L. Dillard, president of FMA and Continental Network, also conferred last week with Mr. Petrillo on FM phases of the music problem.

## Labor Committee

(*Continued from page 15*)

the 2,000 radio stations which now play recordings labeled "for home use only." The subcommittee chairman pointed out they are legally safe because the Copyright Law of 1909 does not prohibit commercial use of recordings even though the are labeled "for home use only."

It is understandable, said the Pennsylvania Republican, why the law was written as it was, for in 1909 there were no radio stations or juke boxes. But with the changed situation today, he continued, it is only fair that Congress consider the problem in all seriousness.

Trying to protect all parties, Mr. Kearns suggests that Congress consider (1) The radio stations "which form a great and profitable industry, giving employment to thousands of people. . . . Their very existence depends upon recordings —without which they would lose their listening audiences and go out of business." (2) The juke box industry and (3) members of unions who should not be harmed in legislation against monopolistic labor leaders.

On the latter point, Mr. Kearns calls for legislation to protect trades from being eliminated by "unfair" industry use of their skills, (such as recordings used by stations) to further industry's own development.

Rep. Fred Hartley Jr., (R-N.J.), chairman of the House Labor Committee, in a television interview with Washington Commentator Robert McCormick over NBC's television station WNBW Wednesday, stated that he intended to ask Congress to change present laws so that the Sherman and Clayton anti-trust acts will apply to labor unions in the same way that they now affect business monopolies.

Explaining that unions are now exempt from such laws, Mr. Hartley declared, "What's sauce for the goose is sauce for the gander." Such an amendment would also apply to any abuse of power by any arrogant labor leader who doesn't give a hoot for the public. There's more than the networks involved in this thing, the public interest is vitally involved and that's my prime concern.

# Hooper Doubles in Eight-Weeks Time As 'Hush' Provides Its Record Giveaway

ONE of radio's more fabulous prize contests that pyramided prizes to an estimated $21,500 simultaneously puffed the program's Hooper from a 13.9 rating to a tentative 26.7 within eight weeks time.

The prizes were delivered last week to a Texas housewife who correctly identified "Miss Hush" on NBC's *Truth or Consequences*, the fantastic give-away show.

Prizes in the contest had grown to such proportions that Fred Allen had observed: "Next week Ralph Edwards (m.c. of the program) is going to give away Macy's."

The week before the Miss Hush contest started on *Truth or Consequences*, Oct. 4, the Hooper rating was 13.9. The following week Oct. 18, after the first announcement of the contest was made, the rating was 15.2. On Nov. 1 it rose to 16.3. By Nov. 15 the rating leaped 20.3. On Dec. 6, the last day of the contest the rating jumped to a tentative figure of 26.7.

WINNER of the "Miss Hush" contest on *Truth or Consequences*, Mrs. Ruth Annette Subbie, is interviewed over WBAP Fort Worth by Larry DuPont, newscaster. Mr. DuPont shows the winner a picture of Ralph Edwards, m.c. of the NBC program.

The winner of the assorted loot was Mrs. Ruth Subbie, of Fort Worth, who guessed that "Miss Hush" was the dancer, Martha Graham.

Mrs. Subbie was interviewed on *Truth or Consequences* in Hollywood Saturday night, Dec. 13.

Her prizes included: a $1500 beaver coat, personal Silbaire airplane valued at $2400, $2000 cash, 1947 Buick convertible, home laundry, round trip for two by air to Honolulu with two weeks expenses paid at the Royal Hawaiian Hotel, $2000 house trailer, $1000 diamond and ruby wristwatch, radio phonograph with television receiver and library of 100 records.

Electric blanket for every bed in the home (totaling five in all), vacuum cleaner with all attachments, venetian blinds for every window in the home, $1000 diamond ring, maple furniture for entire house, residence heating boiler, top coat and suit for every male member of the family, home gas range, home freezer filled with frozen foods, painting job for inside and outside of the home, $1000 home workshop and gas refrigerator.

Compton Advertising, New York, handles the Procter & Gamble account. *Truth or Consequences* features Duz, household soap.

### Hush Was Union

AFRA accepted an unknown member when it was necessary to protect identity of "Miss Hush" on NBC *Truth or Consequences* program. Membership was paid by Ralph Edwards with understanding that actual member (Dancer Martha Graham) was not to be revealed until close of identity contest.

## Durr Case

(*Continued from page 20*)

dicated that it is sympathetic toward Communism.

The executive committee of the California Department of the American Legion passed a resolution in May 1947 opposing the grant of a license to the group on the grounds that it is Communist dominated.

Among the stockholders or persons connected with the applicant group are such persons as John Garfield, Dr. Franklin Fearing, Author Carey McWiliams, Larry Adler, Robert Kenny, former attorney general of California, and Actor Paul Henreid.

Other applicants for the 1540 kc, 5 kw daytime facilities in the Los Angeles area are the Coast Radio Broadcasting Corp., Los Angeles; the San Gabriel Valley Broadcasting Corp., Monrovia, Calif., and Pacific Broadcasting Corp. of Los Angeles.

# NBC's Chicago TV Plans Move Ahead

## Executives to Confer This Week On Constructing Facilities

SERIES of conferences dealing with construction of NBC Chicago television facilities will be held this week in New York. I. E. Showerman, vice persident in charge of Central Division, and Howard Luttgens, the division's chief engineer, will meet with Frank E. Mullen, NBC executive vice persident; O. B. Hanson, vice president in charge of engineering, and Noran Kersta, network's television manager.

Studio, central control and some engineering facilities for WNBY, NBC's proposed Chicago television station, will be constructed in the Merchandise Mart, which presently houses Central Division headquarters. Transmitter and antenna will be located atop Chicago Civic Opera Bldg.

Network's first video newsreel coverage of a Chicago event took place Dec. 5 when an NBC television cameraman filmed highlights of the International Livestock Exposition for showing on the eastern five-station network. Films of the exposition's Parade of Champions and other exposition highlights were then flown to New York for developing, editing and dubbing-in of sound, and were shown on the video hookup the following day.

Under supervision of William Drips, NBC director of agriculture, event was photographed from the floor of the International Amphitheater by Jack Leib, NBC Chicago video cameraman. A 35-mm. newsreel camera, using some 2000 feet of film, was utilized to telecast the farm show highlights.

Earlier [BROADCASTING, Dec. 8] Mr. Mullen, who attended the exposition, predicted that NBC television would cover the annual livestock show by 1949 at the latest through extension of the network's video link as far west as Chicago.

## Subcommittee Okays

*(Continued from page 13)*

became law in 1934. The first draft of S-1333, vigorously opposed by NAB President Justin Miller and other radio spokesmen at sessions last June, was revised during the recess by Chairman White.

While the general tenor of the White Bill is believed to have been retained, committee discussion had centered upon a number of points of issue which developed at the hearings last June: (1) modification of the provision which would prohibit a single entity's ownership of stations in any band which in total would render primary service to more than 25% of the nation's population; (2) removal of the option time feature which would provide that an affiliate may not option to its network more than two hours out of every three-hour segment of the broadcast day; (3) modification of the provision requiring identification of news and commentary material.

It was not expected however, that the committee would agree to removal of the so-called network monopoly regulations from the bill. Senator White has insisted that these provisions, adopted by the FCC five years ago, should be a matter of law.

Nor was there any indication that the committee would alter the basic thesis of the bill which would authorize the FCC to consider past program performances of stations in connection with license renewal. Judge Miller and some 25 witnesses for radio sought to have the FCC restricted to regulation of physical aspects of radio, contending that the White Bill as written would not give radio the freedom to which it is entitled under the First Amendment.

The proposed amendment to the bill governing news broadcasts submitted by Mr. Henry and which, it is understood, is embraced in the revised draft, reads as follows:

**Sec. 332. (a) All news broadcasts or the discussion of current events broadcast by any radio broadcast station shall be preceded by (1) identification of the person making the broadcast, by name (2) his position with the station or network originating the broadcast, and (3) the nature of the broadcast, whether news or commentary, or both. It shall be the duty of the licensee of any radio broadcast station used for such purpose to cause such an announcement to be made at the beginning of any such broadcast in order to inform the audience of the identity and responsibility of the broadcaster and establish the nature of the broadcast. Where more than one broadcast station or a network of such stations is used as herein provided, the responsibility for compliance with the requirements of this section shall be upon the original station.**

**(b) Nothing contained in sections 315, 330, and 331 hereof shall apply to broadcasts devoted to general news reports or descriptions or presentations of current events in which reference to a particular candidate or to public or political questions is incidental to the general purpose of the broadcast, nor to news analysis or comment by a regular employe of the station or network originating the broadcast.**

### Truman Support Implied

Senator White, angered over the NAB position, will drive for enactment of new legislation before he retires from public life at the end of the next session. The 70-year-old legislator, now rounding out 30 years in both House and Senate, is believed to have the implied support of President Truman for revised radio legislation. This speculation stemmed from a conference with the President on Nov. 12 at which the legislation was discussed. The Senate majority leader thereafter promptly set his sights for drafting of revised legislation with possible consideration by both subcommittee and full committee at the special session. Half of that project now already has been achieved.

Edward Cooper, communications expert of the committee, was instructed by the subcommittee to draft the favorable report for the full committee and to make such revisions in the measure as the subcommittee had indicated.

At the lengthy session Wednesday afternoon, the subcommittee agreed not only to report the proposed draft unanimously but also to impose an injunction of strict secrecy on terms of the revised measure. The bill will not become available, it was understood, until the full committee has acted.

Members of the subcommittee, in addition to Chairman White, who also heads the full committee, are: Sens. Moore, Okla., Tobey, N. H., and Capehart, Ind., Republicans; McFarland, Ariz., Johnson, Colo., and Magnuson, Wash., Democrats. Senator Magnuson did not attend the subcommittee session.

**FACSIMILE TRANSMITTER** console purchased by the *Miami Herald* from General Electric is examined by Eugene Rider (l), chief engineer of WQAM Miami, with which the *Herald* is affiliated. R. L. Casselberry, GE sales manager, points out transmitter features.

* * *

# Miami Paper Gets Fax Transmitter

FACSIMILE station equipment which will be used in experimental facsimile broadcasts of stock market reports, news and other items to business firms and executives in Miami, Fla., has been shipped by General Electric Co. to the *Miami Herald*.

The "electronic newspaper" transmission equipment, built at GE's new Electronics Park headquarters in Syracuse, N. Y., transmits words and pictures on FM radio waves. "Tests by newspapers and radio stations using this equipment should indicate what the public wants in the way of facsimile receivers," according to R. L. Casselberry, GE sales manager.

The *Miami Herald*, affiliated in ownership with WQAM and WQAM-FM, is one of several newspapers having FM stations which will use the new GE-built equipment for facsimile programming experiments, GE spokesmen said.

Similar equipment will be shipped soon, they said, to WDRC Hartford, Conn.; WSB Atlanta; WBAL-FM Baltimore; the Akron, Ohio, *Beacon-Journal;* St. Louis *Star-Times* (KXOK); New Bedford, Mass., *Standard-Times;* WCBS-FM New York; *Washington* (D. C.) *Post* (WINX and WINX-FM); *Philadelphia Inquirer* (WFIL); *New York Times* (WQXR); WOR New York and the Toronto *Globe and Mail.*

GE and Radio Inventions Inc., New York, have collaborated in the design and production of the equipment for these customers, GE said.

**NEW TELEPHONE** number of WOR New York is LOngacre 4-8000, station announced last week via advertising blotters circulated among advertisers, agencies, and the press.

## FIRST 15 PACIFIC HOOPERS—Based on Nov. Report

| Program | No. of Stations | Sponsor | Agency | Hooperating | Year Ago Hooperating | Year Ago + or — | Year Ago Position |
|---|---|---|---|---|---|---|---|
| Walter Winchell * | 6 | Andrew Jergens | Robt. W. Orr & Assoc. | 32.9 | 28.2 | +4.7 | 4 |
| Bob Hope | 6 | Pepsodent (Lever) | Foote, Cone & Belding | 29.7 | 33.2 | —3.5 | 2 |
| Jack Benny * | 6 | American Tobacco | Foote, Cone & Belding | 29.7 | 37.9 | —8.2 | 1 |
| Red Skelton | 6 | B. & W. Tobacco | Russel M. Seeds | 27.1 | 32.1 | —5.0 | 3 |
| McGee & Molly | 6 | S. C. Johnson | Needham, Louis & Brorby | 23.9 | 26.5 | —2.6 | 5 |
| Fred Allen | 6 | Standard Brands | J. Walter Thompson | 23.8 | 25.4 | —1.6 | 6 |
| Charlie McCarthy | 6 | Standard Brands | J. Walter Thompson | 22.6 | 22.2 | +0.4 | 8 |
| Amos 'n' Andy | 6 | Lever Bros. | Ruthrauff & Ryan | 20.1 | 18.0 | +2.1 | 15 |
| Bandwagon | 6 | F. W. Fitch | L. W. Ramsey Co. | 19.5 | 19.9 | —0.4 | 10 |
| Screen Guild | 5 | R. J. Reynolds | William Esty | 18.2 | 14.9 | +3.3 | 24 |
| Truth or Conseqs. | 6 | Procter & Gamble | Compton Advertising | 17.8 | 18.4 | —0.6 | 13 |
| Radio Theatre | 5 | Lever Bros. | J. Walter Thompson | 17.4 | 18.2 | —0.8 | 14 |
| Bing Crosby | 6 | Philco | Hutchins Adv. | 17.3 | 16.7 | +0.7 | 19 |
| Take It or Lv. It | 6 | Eversharp | Biow Co. | 16.3 | 17.5 | —1.2 | 16 |
| People Are Funny | 6 | B. & W. Tobacco | Russel M. Seeds | 16.0 | 14.5 | +1.5 | 27 |
| Eddie Cantor | 4 | Pabst Sales | Warwick & Legler | 16.0 | 23.0 | —7.0 | 7 |

* Includes first and second broadcasts.

# Armstrong Scores FCC's FM Data

### Commission Tests Show Fundamental Errors, Inventor Says

RENEWING his contention that fading effects are much more serious on the high FM band than on the low, Prof. Edwin H. Armstrong, FM inventor, last week struck out anew against measurements which FCC witnesses presented three weeks ago to show the contrary.

Of data presented by Edward W. Allen Jr., chief of FCC's Technical Information Section, during the course of the Commission's hearing on the proposal to allocate 44-50 mc from television to other services [BROADCASTING, Nov. 24], Prof. Armstrong told FCC in a brief following up his own testimony:

**I do not think that any figure derived from the Commission's recordings can be relied on, because I believe that the recordings themselves are unreliable. . . .**

**. . . . if the charts themselves are fair specimens of the whole job of analysis, then they indicate that the analysis and the conclusions cannot be relied on, since the charts show errors on their face, and even mathematical absurdities.**

He charged that Mr. Allen's testimony was based on one method of analysis for high-band transmissions and another for low.

Referring to testimony presented in the same proceeding by Kenneth A. Norton of the Bureau of Standards, former FCC technician, Prof. Armstrong asserted that "the transfer of FM broadcasting" from the low band to the present 88-108 mc area "was set in motion by the dramatic appearance of Mr. Norton at the 1944 hearings with the prediction, based upon alleged secret data in possession of the Armed Forces, that ionospheric disturbances caused by sun spots would seriously impair service on frequencies up to 80 mc, and probably even up to 120 mc."

Prof. Armstrong pointed out that when he asked Mr. Norton, at the 44-50 mc hearings whether this prediction was wrong, Mr. Norton replied: "Oh, certainly, I think that can happen frequently to people who make predictions on the basis of partial information. It happens every day."

Prof. Armstrong observed, in his brief: "No one will dispute that statement."

With respect to fading, Prof. Armstrong said that "various stations on the Continental [FM] Network at distances above 75 miles from Alpine [Prof. Armstrong's stations at Alpine, N. J.] are unable to receive the 92.1-mc transmissions from Alpine with sufficient reliability to rebroadcast them, but do receive the Alpine signals on the 44.1-mc channel with sufficient reliability and do rebroadcast them."

#### Signals Tested

He called attention to his own tests of Alpine low-band and high-band signals at Westhampton Beach, declaring that "they show that for approximately 50% of the days in that period [Sept. 7 to Nov. 3, when the tests were made] the signals on 92.1 mc suffered severely from fading, whereas the 44.1-mc signals were not substantially affected by fading."

Prof. Armstrong, who filed his brief after securing permission to make a study of data which formed the basis of FCC testimony at the 44-50 mc hearing, charged that Mr. Allen's report, based on measurements at Southampton (Pa.) comparing high and low band transmissions, contained several defects.

He charged that Mr. Allen failed "to get an accurate check on the radiated power of each transmitter by making field strength measurements at a suitable location within line of sight," and that "for this reason alone his results are unreliable."

Summarizing the methods of analysis used by Mr. Allen, he said that "the minute-by-minute method . . . discloses the presence of drop-outs caused by fading, while the hourly median method averages out the fades with the peaks and conceals the presence of the drop-outs."

Consequently, Prof. Armstrong claimed, Mr. Allen should not have used the hourly median method at all. He said "it was not used in his studies of the recordings made at the other three points of reception . . ." and "it is difficult to understand why it was used in analyzing the Southampton recordings."

Actually, Prof. Armstrong charged, Mr. Allen used the hourly median method in analyzing the high-band signals and the minute-by-minute method in analyzing low-band transmissions.

#### How It Was Done

The FM inventor detailed "discrepancies" and "mathematical absurdities" which he said he found in charts presented by Mr. Allen. He said the FCC engineer made a "1,250% correction" in one of the FCC findings after the error was pointed out, but that this correction "did not remove the mathematical absurdity. . . ."

He said that if there still be "any doubt in the minds of the Commission as to the conclusiveness" of his own Westhampton recordings "as proof of the effects of the fading phenomenon in the 50-mc and 100-mc areas, then it is urged that the hearings be reopened so that the unreliability of the Allen tests and charts may be more fully explained to the Commission."

Meanwhile, in a brief reiterating FM interests' contentions that 44-50-mc (Television Channel 1) should be allocated to FM for network relay operations, Zenith Radio Corp. concurred with Prof. Armstrong's earlier claim that FM is "the only service that really wants [44-50 mc] for its own inherent characteristics."

The company added that the Commission should "make an arrangement" with the Interdepartment Radio Advisory Committee, which assigns frequencies to government agencies, "to give the many fixed and mobile services adequate space on the frequencies that will be most satisfactory to them."

The company said its plan "will take care of immediate demands," and added: "Since, as was reaffirmed at these hearings, television's present allocation is only temporary, some of the space now occupied by television will become available to accommodate increasing demands from other services."

The brief was signed by J. E. Brown, assistant vice president and chief engineer.


WANTED

General Manager

For Independent Local 250 W Full Time Station

PLEASANT MID-WEST COMMUNITY

OF APPROXIMATELY 13,000

*License application pending. Will be only station in town.*

Attractive salary for the right man. Send resume of radio experience and programming ideas.

**Box 174—BROADCASTING**



Salesman for 1 kw Atlantic Coast major market station. We want a man with plenty of radio know-how and experience in a competitive market — compensation will be on a commission basis with drawing account and earnings will be limited only by ability to produce. Right man should make upwards of $7500. Large account list plus an extensive promotion campaign. Position open immediately. Give complete details and enclose snapshot.

All replies confidential.

*Box 178,*
*BROADCASTING*

# Program to Broaden Recording Standards Begun by NAB Units

BROADENING of recording standards under the NAB's war-interrupted program to bring international as well as national uniformity in sound reproduction has been started by a series of project groups operating as part of the NAB Recording and Reproducing Standards Committee.

Committee vote on additional recording standards to supplement those adopted in 1942 is expected at a meeting of the committee's Executive Committee to be held in late January, according to Royal V. Howard, chairman of the full committee. The committee also is to review the 1942 standards to determine if changes should be made.

U. S. standards have received worldwide recognition as a result of action by the International Broadcasting Organization, of Brussels, under Henri Angles d'Auriac. IBO has lent its support to the NAB standards and is assisting the committee's project to complete the standards by asking other countries to submit their views.

New recording developments will be covered in the new standards, including wire recording and magnetic tape systems, as well as home phonograph records.

### ASA Cooperates

The NAB-sponsored standards will receive further recognition in this country through cooperation of the American Standards Assn. Sectional Committee on Standards for Sound Recording. The ASA committee is sponsored by Institute of Radio Engineers, Society of Motion Picture Engineers and NAB. It will endeavor to establish standards for interchangeability and performance of all types of sound recording and reproducing equipment.

Objectives of the campaign to extend the standards were discussed during the NAB Atlantic City convention by interested groups. Members of the Executive Committee, to handle current development work, have been named by Mr. Howard, and Robert M. Morris, NBC, who was elected chairman of the Executive Committee at the NAB convention. Its members are: W. S. Bachman, Columbia Records; S. J. Begun, Brush Development Co.; Howard L. Chinn, CBS; John D. Colvin, NBC; George M. Nixon, NBC; C. J. Sawyer, Western Electric Co.; H. I. Reskind, RCA Victor; K. R. Smith, Muzak Corp.

Specific problems involved in extension of present standards have been assigned to project groups, with work under way in all parts of the country. They will submit findings at the January Executive Committee meeting, after which a meeting of the full committee will be called.

All future NAB standards are to consist of three parts, the Executive Committee decided at its first meeting. These will be definition, minimum standards and method of measurement. The task groups are responsible for good commercial standards and good engineering practices prepared in accordance with the above plan.

### Project Groups

Project groups follow:

A—Mr. Sawyer, chairman; recorded groove shape and reproducer stylus contour.

B—Mr. Chinn, chairman; distortion, signal-to-noise ratio and recorded level.

C—Mr. Bachman, chairman; recording characteristics.

D—Mr. Begun, chairman; magnetic recording.

E—Mr. Colvin, chairman; reproducing turntable diameter, height, torque, speed and wow, and concentricity of record center hole.

F—Walter Carruthers, Don Lee Broadcasting Co., chairman; frequency response characteristic of disc reproducer and equalizer combination, output level of disc reproducer and equalizer combination, tracking error of disc reproducer and vertical force of disc reproducer.

G—V. J. Liebler, Columbia Records, chairman; lacquer recording blanks (except for those characteristics not covered by other goups).

H—Rowland Lynn, NBC, chairman; disc tone record and translation loss.

I—Warren Birkenhead, Capitol Records of Hollywood, chairman; glossary of terms and definitions and symbols.

In reviewing the standards adopted in 1942, the Executive Committee will go into the controversy over the standards for high-frequency pre-emphasis. Claim has been made by some engineers that not enough latitude is allowed for peaks without distortion at the high frequency end.

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KMPC Hollywood started regular schedule of simultaneous standard broadcasts over its FM outlet on Dec. 1. Station broadcasts regularly from 11 a.m. to 9 p.m., airing six hours of the AM station's programs and two hours of special FM shows.

## Stanton at White House

FRANK STANTON, CBS president, paid a courtesy call on President Truman Thursday noon. He presented Mr. Truman with a series of transcriptions of Presidential speeches, continuing a custom of long standing. It was stated that political and regulatory subjects were not discussed during the conference.

## RADIO TO MOVIES

### CBS Script Backlog Is Made Available for Sale

CBS has decided to make its backlog of 20 years of radio scripts available for sale to the film industry, the network announced last week.

Hundreds of scripts already have been studied by the network with movies in mind and several have been submitted to major film producers and leading independents, according to Nathan L. Halpern, assistant to Frank Stanton, CBS president. Thousands of other scripts await re-appraisal, Mr. Halpern said.

Several CBS programs have become movie vehicles — including *Crime Doctor*, *The Man Called X*, *Dr. Christian*, and *The Whistler*— but this is the first time the script backlog has been reviewed systematically for potential movie material, according to the network.

# Nielsen Radio Index Top Programs

## FOR THE REPORT WEEK OF NOV. 2-8, 1947

RANK OF TOP PROGRAMS — Type E-1: Evening, Once-A-Wk., 15-60 Min. — Type E-5: Evening, 2 to 5-A-Wk., 5-30 Min. — Type D-1: Day, Sat. or Sun., 5-60 Min. — Type D-5: Day, 2 to 5-A-Wk., 15-30 Min.

| | TOTAL AUDIENCE | | | | | AVERAGE AUDIENCE | | | | | ● CUM. AUDIENCE (4 Wks) | | ●● NRI HOMES PER DOLLAR (TT) | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Cur. Rank | Prev. Rank | Program | Cur. Rating | Points Change | Cur. Rank | Prev. Rank | Program | Cur. Rating | Points Change | Cur. Rank | Program | Cur. Rating | Cur. Rank | Prev. Rank | Program | NRI Homes | Change |
| E-1 | 1 | 1 | Lux Theater | 29.6 | −0.3 | 1 | 1 | Lux Theater | 22.8 | +0.3 | | | | 1 | 8 | Judy | 514 | +59 |
| | 2 | 3 | Amos, Andy | 26.8 | +3.0 | 2 | 2 | McGee | 22.4 | +1.9 | | | | 2 | 3 | Big Town | 505 | +15 |
| | 3 | 2 | McGee | 26.2 | +1.4 | 3 | 3 | Amos, Andy | 20.2 | +0.9 | | | | 3 | 7 | Nick Carter | 502 | +47 |
| | 4 | 5 | Truth or Cons | 25.7 | +2.9 | 4 | 6 | Truth or Cons | 20.0 | +2.6 | | | | 4 | 12 | Break Bank | 490 | +67 |
| | 5 | 11 | Duffy's | 23.7 | +3.2 | 5 | 14 | Dist. Atty. | 19.0 | +4.1 | | | | 5 | 19 | Waltz Time | 481 NC | +109 |
| | 6 | 6 | Hope | 23.6 | +1.1 | 6 | 5 | Hope | 18.0 | +0.4 | | | | 6 | NR | Dist. Atty | 449 NC | |
| | 7 | NR | Dist. Atty. | 23.5 | +4.8 | 7 | 4 | Chase, Sanborn | 17.6 | −0.1 | | | | 7 | 2 | Parsons | 444 NC | −94 |
| | 8 | 8 | Allen | 22.9 | +0.6 | 8 | 7 | Benny | 17.4 | +0.7 | | | | 8 | 4 | Heatter | 442 | −44 |
| | 9 | 4 | Chase, Sanborn | 22.7 | −0.4 | 9 | 8 | Allen | 17.1 | +0.7 | | | | 9 | 11 | Sanctum | 430 | −5 |
| | 10 | 10 | Benny | 22.4 | +1.1 | 10 | 10 | Riley | 16.9 | +1.0 | | | | 10 | 17 | Truth or Cons. | 429 NC | +47 |
| | 11 | 18 | Hit Parade | 22.2 | +3.1 | 11 | 16 | Duffy's | 16.2 | +1.7 | | | | 11 | 14 | Irma | 425 NC | +27 |
| | 12 | 15 | Judy | 21.9 | +2.4 | 12 | 15 | Big Town | 16.1 | +1.5 | | | | 12 | 1 | Curtain Time | 422 | −150 |
| | 13 | 7 | Bandwagon | 21.7 | −0.8 | 13 | 12 | Bandwagon | 15.8 | +0.4 | | | | 13 | | NR Duffy's | 421 NC | |
| | 14 | NR | Burns, Allen | 21.4 | +3.1 | 14 | NR | Aldrich Fam. | 15.6 | +2.1 | | | | 14 | 15 | Godfrey | 421 NC | +28 |
| | 15 | 17 | Gildersleeve | 20.7 | +1.4 | 15 | 9 | Skelton | 15.5 | −0.6 | | | | 15 | 5 | Jury Trials | 420 | −38 |
| | 16 | NR | Big Town | 20.6 | +2.0 | 16 | NR | Blondie | 15.4 | +1.1 | | | | 16 | 6 | Fat Man | 416 | −40 |
| | 17 | NR | Aldrich Fam. | 20.5 | +3.0 | 17 | NR | Gildersleeve | 15.3 | +1.2 | | | | 17 | NR | Hornet | 413 | |
| | 18 | 19 | Godfrey | 20.5 | +1.4 | 18 | NR | Godfrey | 15.2 | +1.1 | | | | 18 | NR | Websters | 411 | |
| | 19 | 9 | Life Riley | 20.4 | −1.2 | 19 | 13 | Friend Irma | 15.2 | +0.1 | | | | 19 | NR | Mr. Mal. | 407 | |
| | 20 | 12 | Skelton | 20.4 | +0.1 | 20 | NR | Judy | 15.1 | +1.9 | | | | 20 | NR | Charlie Chan | 407 | |
| E-5 | 1 | 1 | Ranger | 15.7 | −1.0 | 1 | 1 | Ranger | 11.9 | −0.4 | | | | 1 | 1 | Bill Henry | 2447 | +298 |
| | 2 | 3 | Supper Club | 12.2 | +1.3 | 2 | 2 | Bill Henry | 10.4 | +0.7 | | | | 2 | 3 | B. Rose (MWF) | 1380 | +381 |
| | 3 | NR | Bill Henry | 11.7 | +1.1 | 3 | 3 | Supper Club | 9.6 | +1.2 | | | | 3 | 2 | Calmar News | 1050 | −126 |
| D-5 | 1 | 1 | Right to Hap | 11.0 | +0.8 | 1 | 1 | Right to Hap | 10.1 | +0.8 | 1 | My True Story | 32.9 | 1 | 6 | Rosemary | 1247 | +178 |
| | 2 | 4 | Back Stage W. | 10.9 | +1.6 | 2 | 4 | Back Stage W. | 9.8 | +1.7 | 2 | Bkfst. Cl. (Swift) | 30.1 | 2 | 1 | Big Sister | 1242 NC | −22 |
| | 3 | 5 | Girl Marries | 10.3 | +1.2 | 3 | 5 | Girl Marries | 9.2 | +1.2 | 3 | Bkfst. Cl. (Philco) | 30.1 | 3 | 3 | Gal Sunday | 1152 NC | −8 |
| | 4 | 11 | Stella Dallas | 10.2 | +1.6 | 4 | 8 | Stella Dallas | 9.2 | +1.5 | 4 | Back Stage W. | 29.6 | 4 | 2 | Aunt Jenny | 1131 | −33 |
| | 5 | 2 | Pepper Young | 10.0 | +0.1 | 5 | 3 | Gal Sunday | 8.8 | +0.4 | 5 | Wendy Warren | 29.6 | 5 | 9 | Girl Marries | 1118 NC | +118 |
| | 6 | 14 | Widder Brown | 10.0 | +1.6 | 6 | 2 | Pepper Young | 8.7 | +0.3 | 6 | Pepper Young | 29.3 | 6 | 8 | Right to Hap. | 1092 NC | +83 |
| | 7 | NR | Lorenzo Jones | 9.8 | +2.3 | 7 | 11 | Widder Brown | 8.7 | +1.5 | 7 | Bkfst. H'yw'd (P&G) | 29.3 | 7 | 5 | H. Trent | 1082 NC | −26 |
| | 8 | 3 | Gal Sunday | 9.6 | +0.3 | 8 | NR | Lorenzo Jones | 8.5 | +2.0 | 8 | Gal Sunday | 28.9 | 8 | 12 | Back Stage W. | 1061 NC | +144 |
| | 9 | NR | Portia Faces | 9.6 | +1.6 | 9 | NR | Portia Faces | 8.2 | +1.7 | 9 | Right to Happiness | 28.6 | 9 | 7 | Grand Slam | 1041 | +1 |
| | 10 | 13 | Road of Life | 9.2 | +0.7 | 10 | 9 | Big Sister | 8.0 | +0.4 | 10 | Wel. Traveler | 28.6 | 10 | 13 | Portia | 1037 NC | +165 |
| | 11 | 6 | True Story | 9.2 | +0.1 | 11 | 7 | Helen Trent | 7.8 | +0.1 | 11 | Stella Dallas | 28.5 | 11 | NR | Plain Bill | 1028 NC | |
| | 12 | 10 | Big Sister | 9.0 | +0.3 | 12 | 12 | Road of Life | 7.7 | +0.6 | 12 | Ma Perkins (NBC) | 28.4 | 12 | NR | F. P. Farrell | 1022 NC | |
| | 13 | 8 | Warren | 9.0 | +0.1 | 13 | 6 | Rosemary | 7.6 | −0.1 | 13 | Bkfst. H'yw'd (Kell.) | 28.2 | 13 | 10 | Dr. Malone | 1018 NC | +22 |
| | 14 | 7 | Rosemary | 8.8 | −0.2 | 14 | 13 | Ma Perkins (CBS) | 7.6 | +0.5 | 14 | Jack Berch | 28.1 | 14 | 14 | Stella Dallas | 1004 NC | +145 |
| | 15 | 9 | Helen Trent | 8.7 | −0.1 | 15 | 14 | True Story | 7.4 | +0.4 | 15 | Widder Brown | 27.9 | 15 | NR | Widder Brown | 1000 NC | |
| D-1 | 1 | NR | County Fair | 13.8 | +3.5 | 1 | 1 | Grand Cent. S. | 11.0 | +1.4 | | | | 1 | 5 | Stars O. H'y'd | 680 | +156 |
| | 2 | 3 | Arms. Theater | 13.3 | +1.8 | 2 | 2 | Arms. Theater | 10.9 | +1.8 | | | | 2 | 1 | Fact, Fiction | 664 | −295 |
| | 3 | NR | Grand Cent. S. | 13.2 | +2.1 | 3 | NR | County Fair | 10.1 | +2.8 | | | | 3 | 2 | True Det. | 643 | −46 |
| | 4 | 2 | True Detect. | 12.5 | +0.9 | 4 | NR | Stars O. H'yw'd. | 10.1 | +2.8 | | | | 4 | NR | King Cole | 590 | |
| | 5 | NR | Counter Spy | 12.3 | +2.0 | 5 | 4 | True Detect. | 9.7 | +0.9 | | | | 5 | NR | Grand Cent. S. | 539 | |

See note above

See note above

● CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) *in 4 weeks*. These ratings range from 1.8 to 7.1 times the TOTAL AUDIENCE reached by *each broadcast*, and the average number of commercials received per home (in 4 weeks) ranges from 2.2 to 15.5. For the CUMULATIVE AUDIENCE of all network programs, see NRI REGULAR Report.

●● For NRI HOMES PER DOLLAR for all network programs, see NRI REGULAR Report.

KEY TO SYMBOLS — (NR) Not ranked in "Top Programs" in preceding report. (NC) Computation is based on non-contiguous rate, although sponsor is earning the lower, contiguous rate.

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# At Deadline ...

## NEW NAB COMMITTEES TO MEET IN JANUARY

SEVERAL NAB standing committees, appointed recently for 1947-48 term, will meet in January. Others will be called in February in effort to complete meetings of all committees prior to NAB board meeting Feb. 24-26 at Homestead Hotel, Hot Springs, Va. Board originally slated to meet Feb. 18-20.

First official action on rewriting of Standards of Practice to take place Jan. 5-6, when board's three-man code analysis committee meets in Washington. Committee's findings will be submitted to Program Executive Committee later in month at Washington meeting, with Jan. 26-28 as possible date. Public Relations Executive Committee to overlap one day in its meeting for special code discussion, suggested date being Jan. 28-29. Research Committee to meet Jan. 5-6 in New York, with NORC survey to be discussed on first day. Small Market Stations Committee expected to meet late in January. Sales Managers Executive Committee to meet Jan. 8-9 in Washington.

## FM ASSN. MUSIC PETITION OPPOSED BY MUTUAL

MBS TOLD FCC it saw "no need either for the hearing or the adoption of the regulation sought" by FM Assn. in its petition for FCC hearing and rule against station-network agreements which preclude duplication of network programs on commonly owned AM and FM stations [BROADCASTING, Nov. 3].

Mutual's letter, signed by Vice President and General Manager Robert D. Swezey and released Friday by FCC, was first reply received from FCC letters asking opinions of all four major networks. MBS noted that negotiations are now in progress between AFM and networks and other broadcasters, and said:

As an incident to these negotiations, an overall Industry Music Committee has been formed which includes representatives of the FM Broadcasters Assn. The overall industry committee is being currently advised of the progress of negotiations. One of the points which has been specifically scheduled for discussion with the Musicians' Union is the entire matter of duplication of AM programs on FM facilities.

## FCC FLORIDA RULING

IN LINE with policy against considering "contingent" application in same proceeding with application on which it is contingent, FCC said Friday it had refused to add Highlands Broadcasting Co.'s request for 1490 kc with 250 w at Sebring (Fla.) to hearing with WSIR Winter Haven's application to vacate 1490 kc and move to 1230 kc with 250 w. Both WSIR and Highlands had petitioned for consolidation. FCC also denied their allied request that Deland Broadcasting Co.'s application for 1490 kc at Deland be added to same proceeding, in which both WSIR and Coastal Broadcasting Co. (Lakeland) are seeking 1230 kc.

## SIX TV APPLICATIONS

SIX new television station applications reported by FCC authorities Friday: *South Bend Tribune's* WSBT South Bend, Ind., for Channel 13; WADC Akron, Ohio, Channel 11; WPIT Pittsburgh No. 10; WEEU Reading, Pa., No. 5; Texas Television Co., Dallas, No. 10; Pearl Lemert, Bakersfield, Calif., No. 10. Meanwhile WFAA Dallas amended its application to request Channel 12 instead of 10.

## BOSTON SYMPHONY GOES CO-OP ON ABC

IN FIRST major programming development since James C. Petrillo lifted his ban on network cooperative musical programs Nov. 27, ABC announced Boston symphony orchestra will broadcast as weekly co-op starting Tuesday, Jan. 13, 9:30-10:30 p.m., again under baton of Serge Koussevitzky.

Announcement was made jointly by Mark Woods, ABC president, and Henry B. Cabot, president of symphony board of trustees.

"To present Boston Symphony orchestra programs on the air obviously would be beyond the financial ability of any individual local enterprise. Under this new format, however, business leaders in all parts of the country can share in the presentation of the best in music, not only in their own community, but on a nationwide basis," Mr. Woods said.

First major symphony orchestra to be heard on broadcasts, Boston began its programs in 1926. It was sponsored by John Hancock Mutual Life Insurance Co. on ABC from Jan. 21 through April 22 of this year.

## LEAGUE NAMES VIDEO GROUP

NATIONAL League last week set up four-man television committee to study and coordinate video activity of eight baseball clubs it represents. League's action came at meeting at Waldorf-Astoria, New York, at which NBC's Research Dept. summarized television situation for audience of club owners and managers from both National and American leagues. Members of National League video committee are Ford Frick, league president; John Quinn, Boston; Horace Stoneham, New York; Philip Wrigley, Chicago. League will retain engineer to advise it on television matters.

## TV BOXING SUIT PLANNED

FOLLOWING telecast of fights from Hollywood Legion stadium Dec. 12 Jules Covey, counsel for Fabella Chavez, announced he would file damage action in Los Angeles Superior Court this week. Legal premise will be appropriation of services without payment via television not provided for in contract. Suit likely to be filed Dec. 17 with preliminary hearing within week. Meanwhile, Mr. Covey advised BROADCASTING he was temporarily shelving plans to appeal Dec. 5 ruling of Judge Frank G. Swain [BROADCASTING, Nov. 24, Dec. 1, 8].

## RODE TO GLORY

PRIZES awarded Lewis Johnson, Middle Point, O., winner of "Master Farmer of the Week" contest on MBS' *R.F.D. America* program included farm equipment and a 10-year supply of overalls. Show is aired from WGN Chicago 9:30 p.m. Fridays. Said the Van Wert (O.) *Daily Times-Bulletin:* "Lewis Johnson of Middle Point rode to glory on network radio last night, and, as a result, can be assured of riding gloriously on a brand new manure spreader for the next 10 years."

# Closed Circuit

*(Continued from page 4)*

servers at upcoming NARBA conference in Canada next August. Ex-FCC chairman, who presided over International Telecommunications Conferences in Atlantic City last summer, evidently will attend all international conferences in which RCA and associated companies are interested.

CBS SHORTLY will notify advertisers and agencies that customary one-year protection period on rate adjustments will be curtailed to six months. Action follows recent NBC notice which was regarded as prelude to upcoming rate increase and which is in tempo with current practice of virtually all of mass circulation magazines.

PHILADELPHIA facsimile station expected to be on air with regular faxcasts by end of year. Plan is to send several editions of a four to eight-page newspaper daily to receivers spotted in heavy traffic areas in city.

EX-FCC COMMISSIONER Ray C. Wakefield may find himself back in radio regulation. His name is being discussed for appointment by State Dept. as head of American delegation to Provisional Frequency Board which gets under way in January in Geneva for two-year job stemming from International Telecommunications Conference at Atlantic City last summer. Commissioner E. K. Jett was designated American head but was forced to drop plan for personal reasons. Also considered for PFB is Cecil Harrison, former FCC staffer now with State Dept. telecommunications division.

ABC mulling possibility of cooperative sale of *Mr. President* starring Edward Arnold. Network had considered move earlier but MGM would not agree until recent Petrillo ruling which now permits music on that type of program.

NEW industry-wide project, on 1948 slate, would merge networks, stations and representatives in production of film to promote broadcast medium. New picture would far surpass NAB's successful film of early '40s, which led to Joske retail clinic and spurred use of medium by stores.

RESULTS of NORC survey of audience habits being tabulated by research group for NAB, perhaps in time for consideration at Research Committee meeting in New York Jan. 5-6. Committee hopes to have full survey in shape for board's Feb. 24-26 meeting.

## CANADA DEBUT PLANS

DECISION ON opening dates of three new 50 kw stations by Canadian Broadcasting Corp. —CJBC Toronto, CBW Winnipeg, CBX Edmonton—and changes to be made in line-up of Trans-Canada Network, discussed by CBC top executives at Ottawa last week. Move will give CBC increased coverage on one of two Canadian transcontinental networks on its own stations.

## ELLIS, SON BUY INTEREST

SHERMAN K. ELLIS, who resigned as advisor to LaRoche & Ellis, New York, and his son Sherman K. Ellis Jr., associated with agency four years before joining Navy, have acquired interest in Diorama Corp. of America and will assume direction of sales and merchandising of their illuminated three-dimensional displays in railway and airport terminals. (early story page 62).

# it's a hit

# THE MEL ALLEN SHOW

Several weeks ago Mel Allen, nationally known sports announcer, put away his Yankee baseball records and became emcee of his own record show on WINS.

Now once again Mel Allen comes through with flying colors! Taking over the 2-5 p.m. bloc daily, the popular sportscaster is proving that whether he's on the playing field or in a studio there's power behind every Mel Allen performance. Currently — Jay Lord Hatters, Empire Diamond and Gold Buying Service, Maryland Pharmaceutical Co., Muntz Car Co., New York Yankees Football Club, Harem Night Club, Ben Tucker Hudson Bay Fur Co., Bill Williams Inc., Stewart Sales Co., and the Michigan Bulb Co., as sponsors on the MEL ALLEN SHOW, are feeling the pull of this personality who is winning more friends for them.

No wonder we say it's a hit!

In addition to delivering an audience this show is also important because it's serving as a yardstick for future program development at WINS. As the initial step in our plans for bloc programming, the MEL ALLEN SHOW is bringing listeners top entertainment and at the same time providing advertisers with the lowest possible cost-per-listener rate.

WINS
50,000 WATTS
AT
WORK

CROSLEY BROADCASTING CORPORATION

WINS
NEW YORK